

# MARKETING CERTIFICATE

*Prerequisite:* MATH 105 Intermediate Algebra

*Requirements:*

**BUSN 321 Marketing:**

The elements of marketing emphasizing the managerial considerations in planning market strategies. Target markets, buyer behavior, product parameters, price promotion, and distribution. Prerequisites: MATH 105. 3 credits.

*Plus three of the following:*

**BUSN 420 Sales and Sales Management:**

Introductory study in sales management, exploring the variables of sales motivation and performance to specify their interrelationships. Prerequisite: BUSN 321. 4 credits.

**BUSN 421 Advertising Management:**

Introduction to the management and strategies of advertising. Decision sequence framework used in developing an effective advertising campaign: situational analysis, objectives and positioning, strategies, and budgeting. Prerequisite: BUSN 321. 4 credits.

**BUSN 423 Entrepreneurship:**

Understanding the skills and motivation required for entrepreneurial success. Examination of start-up requirements; organization structure; legal, financial, and human resources considerations. Emphasis on formulation of an effective marketing strategy in a small business environment. Prerequisite: BUSN 301. 4 credits.

**BUSN 426 International Marketing:**

International marketing for multinational enterprise; economic, political, and cultural environments; international marketing research, product adaptation, pricing strategies, communications, and distribution channels; international logistics, promotion, organization and control, marketing services, and counter trade. Prerequisite: BUSN 321. 4 credits.