

MARKETING CERTIFICATE

Prerequisite: MAT 115 Intermediate Algebra

Requirements:

BUS 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: MAT 115. 3 credits.

Plus three of the following:

BUS 420 Sales and Sales Management:

Introductory study in sales management, exploring the variables of sales motivation and performance to specify their interrelationships. Prerequisite: BUS 321. 3 credits.

BUS 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: BUS 321. 3 credits.

BUS 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: BUS 301. 3 credits.

BUS 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: BUS 321. 3 credits.