

MARKETING MANAGEMENT CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C37109

The **Marketing Management Certificate** is designed for students who intend to seek immediate employment in the field of marketing and/or business, and those presently employed in marketing but seeking advancement. Graduates of this program may be employed in a number of jobs and career areas such as Advertising and Promotions Manager, Marketing Manager, Agent and Business Manager of Artists, Performers, and Athletes, Market Research Analyst and Marketing Specialist. A grade of C or better is required in each course taken. This certificate requires 24-25 units.

Code	Title	Units
Required Core MARKETING Courses (6 units):		
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing (formerly New Media)	3
Select MARKETING SPECIALTY courses from the following (9 units):		9
MKT 103 F	Principles of Advertising	3
MKT 201 F	Small Business Promotions	3
MKT 205 F	Understanding Multicultural Markets in U.S.	3
MKT 203 F	Principles of Retail Management	3
MKT 208 F	Principles of Selling	3
BUS 224 F	International Marketing	3
MKT 161 F	Web Design for Digital Marketing	1
MKT 162 F	Search Engine Optimization	1
MKT 163 F	Search Engine Marketing	1
MKT 164 F	Online Advertising	1
MKT 165 F	Content Considerations for Digital Marketing	1
MKT 166 F	Social Media Marketing	1
MKT 167 F	Email Marketing	1
MKT 168 F	Digital Analytic Tools	1
MKT 169 F	Digital Marketing Capstone - Strategy and Execution	1
Select one COMMUNICATIONS course (3-4 units):		3-4
BUS 111 F	Business Communications	3
BUS 112 F	Public Speaking for Business	4
BUS 211 F	Critical Reasoning and Writing for Business (formerly Writing for Business)	3
or BUS 211HF	Honors Critical Reasoning and Writing for Business (formerly Honors Writing for Business)	
Select one MANAGEMENT course (3 units):		3
BUS 100 F	Introduction to Business	3
BUS 180 F	Small Business Management	3
BUS 131 F	Principles of International Business	3
Select one LAW course (3 units): ¹		3
BUS 240 F	Legal Environment of Business	3
or BUS 240HF	Honors Legal Environment of Business	

BUS 245 F	Business Law I (formerly BUS 241AF)	3
Total Units		24-25

Outcome 1: Identify the various functions (product development, pricing, promotion, and distribution) and how organizations utilize these to produce goods and services that satisfy the needs and wants of the consumer.

Outcome 2: Utilize a working vocabulary of business technology.

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