

MARKETING MANAGEMENT SKILLS CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C40974

The **Marketing Management Skills 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 minimum grade of C is required in each course taken. This certificate requires 15 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 |
| Required Marketing Speciality Courses (9 units): | | |
| MKT 103 F | Principles of Advertising | 3 |
| MKT 201 F | Small Business Promotions | 3 |
| MKT 203 F | Principles of Retail Management | 3 |
| MKT 205 F | Understanding Multicultural Markets in U.S. | 3 |
| MKT 208 F | Principles of Selling | 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 |
| Total Units | | 15 |

Outcome 1: Identify the various marketing 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 terminology.

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