

# 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 24-27 units.

Code	Title	Units
<b>Required Core MARKETING Courses (6 units):</b>		
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing (formerly New Media)	3
<b>Choose MARKETING SPECIALITY courses for a total of 9-11 units:</b>		<b>9-11</b>
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	3
MKT 170 F	Marketing Information Systems	1
<b>One COMMUNICATIONS course for a total of 3-4 units:</b>		<b>3-4</b>
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)	
<b>Select one MANAGEMENT course (3 units):</b>		<b>3</b>
BUS 100 F	Introduction to Business	3
BUS 131 F	Principles of International Business	3
BUS 180 F	Small Business Management	3
<b>Select one LAW course (3 units):<sup>1</sup></b>		<b>3</b>
<b>(See counselor for determination of correct course)</b>		

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
<b>Total Units</b>		<b>24-27</b>

**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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