

MARKETING OPERATIONS (0420)

COLLEGE CREDIT CERTIFICATE

The purpose of this program is to prepare students for entry level employment in organizations and businesses for or not-for-profit in the areas of marketing, advertising, and public relations or to provide supplemental training for persons previously or currently employed in these activities.

This program is an intermediate step toward the Associate in Science degree in Marketing.

For additional information, call (386) 312-4183.

CERTIFICATE SPECIFIC COURSES:

+	ACG	2021	Principles of Financial Accounting	4
	BUL	1241	Business Law I.....	3
	CGS	1100	Microcomputer Applications Software.....	3
	FIN	1100	Personal Finance.....	3
	GEB	1011	Introduction to Business.....	3
	MAN	2021	Principles of Management	3
	MAR	2011	Principles of Marketing	3
	MKA	2021	Principles of Salesmanship.....	3
	MKA	2511	Advertising	3
	OST	2335	Business Communications.....	3

REQUIRED TOTAL CREDIT HOURS 31

+Prerequisite course required. See course description in catalog.