Marketing
(CRT.MKTG) Certificate

Business, Management & Administration

You might also like:

Workforce Ready
- Accounting – page 16
- Administrative Assistant–Executive – page 18
- Administrative Assistant–Legal – page 19
- Administrative Assistant–Medical – page 20
- Entrepreneurship–Small Business Ownership – page 68
- E-Commerce Marketing – page 61
- Marketing – page 95
- Management – page 93
- Professional Sales – page 117
- Office Assistant/Receptionist – page 104
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- Office Technology Skills–General – page 106
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Transfer Ready
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The certificate in Marketing program prepares students for entry level positions in account management, sales, retailing, and marketing. Current employees can use this program to prepare for upward mobility and/or update marketing skills. All courses satisfactorily completed in this certificate program will apply to the associate in applied science degree with a major in Marketing.

Program requirements may change over time. Specific degree/graduation requirements are determined by the students' degree audit.

FIRST YEAR

First Semester		Hours
☐ BUS 142	Introduction to Business	3
☐ BUS 247	Principles of Marketing	3
☐ BUS 141	Business Communications *	3
☐ CIS 160	Practical Software Applications *	3
	SEMESTER TOTALS	**12**

Second Semester		Hours
☐ BUS 090	Principles of Retailing	3
☐ BUS 091	Principles of Advertising	3
☐ BUS 092	Principles of Selling	3
☐	Career Elective [1]	3
	SEMESTER TOTALS	**12**
	TOTAL PROGRAM HOURS	**24**

* There are prerequisites, course requisites or minimum placement test scores for this course

[1] The Marketing Program Coordinator must approve all career electives.

For more information regarding related occupations, graduation rates and program costs, go to www.lakelandcollege.edu, link to Academic Programs and select Gainful Employment Information.

Call Counseling Services: 217-234-5232
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NOTES: