

MARKETING, CAREER PATHWAY CERTIFICATE OF COMPLETION

BA239	Advertising	3
		<hr/>
		Credits
		<hr/>
		Total Credits
		29

¹ A higher writing may be substituted excluding WR241, WR242, WR243, or WR250.

The Career Pathway Certificate of Completion: Marketing is for students who wish to update skills or increase advancement potential.

Courses are designed to provide students with a strong basic understanding of fundamentals and current practices in the field of marketing. Businesses will find this short-term certificate especially helpful in quickly training present and new employees in basic subject matter pertinent to the marketing function.

GRADUATION REQUIREMENTS

Students must complete a minimum of 29 credit hours with a cumulative Grade Point Average (GPA) of 2.0 or better. All courses in this program must be completed with a grade of 'C' or better. One course must be completed at Southwestern before the Career Pathway Certificate of Completion: Marketing is awarded.

Complete the graduation application process one term prior to the term of completion (e.g., spring term graduates must apply during winter term).

PROGRAM STUDENT LEARNING OUTCOMES

Upon successful completion of this program, the student will be able to:

- Demonstrate effective communication skills including both verbal and written.
- Describe the marketing methods including the analysis and inter-relationship of the marketing mix: Product, price, place and promotion.
- Develop/implement a marketing plan to achieve the goals of a business.

PROGRAM GUIDE

Course	Title	Credits
First Year		
Fall		
BA101	Introduction to Business	4
BA238	Sales	3
WR115	Fundamentals of Report Writing (or higher) ¹	4
		<hr/>
		Credits
		11
Winter		
BA205	Solving Communication Problems With Technology	4
BA223	Principles of Marketing	4
CIS120	Concepts of Computing	4
		<hr/>
		Credits
		12
Spring		
BA233	E-Marketing	3