

# MARKETING, CAREER PATHWAY CERTIFICATE OF COMPLETION

BA239	Advertising	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>29</b>

<sup>1</sup> 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
<b>First Year</b>		
<b>Fall</b>		
BA101	Introduction to Business	4
BA238	Sales	3
<b>Credits</b>		<b>7</b>
<b>Winter</b>		
BA205	Solving Communication Problems With Technology	4
BA223	Principles of Marketing	4
CIS120	Concepts of Computing	4
WR115	Fundamentals of Report Writing	4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
BA233	E-Marketing	3