Contemporary Marketing Certificate

Core Class
Offered
Fall , Spring & Summer
Semesters

- MKTG 113 – Principles of Marketing – 3 units – 16 weeks

Advertising & Distribution
Fall Semester
On Line

- MKTG 125 – Advertising & Promotion – 2 units – 8 weeks
- MKTG 126 – Distributing Products & Services – 2 units – 8 weeks

21st Century Marketing
Fall Semester
Thursday 6:00 – 10:00 pm

- MKTG 123 – Marketing & Technology – 1 unit – 4 weeks
- MKTG 124 – Cause Marketing & Public Relations – 1 unit – 4 weeks
- ENTR 105 – Social Media & Bootstrap Marketing – 2 units – 8 weeks

Sales Sequence
Spring Semester
On Line

- MKTG 120 – Understanding Consumer Behavior – 1 unit – 4 weeks
- MKTG 121 – Negotiating – 1 unit – 4 weeks
- MKTG 122 – Sales Strategies – 2 units – 8 weeks

Int'l Marketing Track
Spring Semester
Thursday 06:00 – 10:00PM

- BUS 141 – The Globalization of Marketing – 1 unit – 4 weeks
- BUS 142 – International Market Research & Planning – 1 unit – 4 weeks
- BUS 143 – Promoting Products and Services for Export – 1 unit – 4 weeks
- BUS 145 – Channels of Distribution in Int'l Markets – 1 unit – 4 weeks