



South Central College
Program Design

CERT 3274 Marketing Management Certificate

Program Information

Instructional Level Certificate

Career Cluster Business Management and Administration

Description

The Marketing Management Certificate is designed to provide skills for those individuals wishing to complete a compressed program of study with specific skills unique to their individual needs. With advisor approval, learners will develop a program of study consisting of 18 credits of technical courses and 12 credits of core management courses. Learners are encouraged to complete an internship, providing experience in the world of work

Program Admission Dates (Fall and/or Spring)

Fall and/or Spring

Program Course List

Number	Title	Credits	Pre/Corequisites
MKT 1940-	Leadership Strategies	3	
MKT 2817	Internship	3	
MKT 2827	Marketing Management Internship	3	It is recommended, after advisor review, that students register for this variable credit course after completing MKT 1817 and MKT 2817.
MGT 2810	Retail Management	3	None
MKT 1800	Introduction to Sales	3	
MKT 1810	Principles of Marketing	3	None
MKT 1820	Introduction to Business	3	None
MKT 1830	Customer Service	3	None
MKT 1840	Principles of Advertising	3	none
MKT 1850	Professional Development I	1	none
MKT 1900	Principles of Management	3	
MKT 1910	Entrepreneurship	3	NONE

MKT 1930	Human Resource Management	3	None
MKT 1940	Leadership Strategies	3	
MKT2817	Internship		
MKT2817	Internship	3	
OTEC 2810	Computer Technology	3	None