

# MARKETING CERTIFICATE

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## Marketing Major



The Marketing certificate provides students with the knowledge and skills needed for an entry level marketing position. The marketing certificate curriculum focuses on a broad variety of marketing skillsets including: customer relations, public relations, digital marketing, advertising, sales promotion, and sales techniques.

## Technical Standards

See here for details.

Code	Title	Hours
COM 1110 	English Composition	3
CPT 1250	Computer Applications in the Workplace	3
ECN 1430	Micro Economics	3
MGT 1010 	Principles of Management	3
MKT 1010 	Principles of Marketing	3
MKT 1600	Customer Relations and Public Relations	3
MKT 2000	Digital Marketing	3
MKT 2110 	Advertising and Sales Promotion	3
MKT 2210 	Comprehensives Sales Technique	3
MTH 1100	Math of Business	3
or MTH 1260	Statistics	
Total Hours		30

See [www.RhodesState.edu/GainfulEmployment](http://www.RhodesState.edu/GainfulEmployment) for additional information on certificates.

-  Portfolio
-  Capstone