



*Internal Certificate*      **2009-2010**

**Marketing  
Kenosha Campus**

**SMALL BUSINESS MARKETING  
CERTIFICATE  
(90-104-6)**

**12 Credits**

- The Small Business Marketing Certificate is a short-term marketing certificate program that emphasizes the skills necessary to be a small business owner.
- Courses can be applied toward an associate degree in General Marketing or Business-to-Business Marketing.

**REQUIRED COURSES**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Credits</u></b>
104-101	Marketing Principles	3
104-104	Selling Principles	3
104-105	Promotion Principles I	3
145-101	Entrepreneurship I	2
145-102	Entrepreneurship II	<u>+ 1</u>
		12

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.  
NOTE: Prerequisites can be waived with departmental approval.