



Internal Certificate **2013-2014**

**Marketing
Kenosha and Racine Campuses**

**MARKETING/SALES
(90-104-2)**

13 credits

REQUIRED COURSES

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
104-101	Marketing Principles	3
104-172	Marketing Management	3
104-103	Marketing Careers	1
104-104	Selling Principles	3
104-161	Selling Principles, Advanced (Prereq. 104-104)	<u>+ 3</u> 13

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