



*Internal Certificate*      **2013-2014**

**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.