

2017-2018 Certificate

Certificate: MARKETING/SALES (90-104-2)

Credits: 15 Credits

Related Program: Marketing

Campuses Available: Kenosha, Racine, and Elkhorn Campuses & Online

REQUIRED COURSES

Semester One 104-101 Marketing Principles 104-104 Selling Principles 104-105 Promotion Principles	Credits 3 3 3	<u>Prerequisite</u>	<u>Corequisite</u>
Semester Two 104-126 Business Marketing I	Credits 3	Prerequisite 104-101	<u>Corequisite</u>
Semester Three 104-173 Marketing Research	Credits 3	Prerequisite 104-101	<u>Corequisite</u>
Total Credits	15		

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