



2015-2016 Internal Certificate

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

Credits: **15 Credits**

Related Program: Marketing

Campuses Available: Kenosha and Racine

REQUIRED COURSES

| <input checked="" type="checkbox"/> Semester One | <u>Credits</u> | <u>Prerequisite</u> | <u>Corequisite</u> |
|---|----------------|---------------------|--------------------|
| <input type="checkbox"/> 104-101 Marketing Principles | 3 | | |
| <input type="checkbox"/> 104-104 Selling Principles | 3 | | |
| <input type="checkbox"/> 104-105 Promotion Principles | 3 | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input checked="" type="checkbox"/> Semester Two | <u>Credits</u> | <u>Prerequisite</u> | <u>Corequisite</u> |
| <input type="checkbox"/> 104-161 Selling Principles, Advanced | 3 | 104-104 | |
| <input type="checkbox"/> 104-172 Marketing Management | 3 | 104-101 | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| 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.