



Internal Certificate **2014-2015**

**Marketing
Kenosha and Racine Campuses**

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

15 credits

REQUIRED COURSES

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
104-101	Marketing Principles	3
104-172	Marketing Management (Prereq: 104-101)	3
104-105	Promotion Principles	3
104-104	Selling Principles	3
104-161	Selling Principles, Advanced (Prereq. 104-104)	<u>+ 3</u>
		15