



2023-2024 Certificate

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

Credits: **12 Credits**

Related Program: Marketing

The sequence shown is the recommended path to completion. Courses will be scheduled in the terms indicated here.
All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan.
Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

REQUIRED COURSES

NOTE: Requisites (prereq- before/ coreq-with)

**K-D = Kenosha Days, K-E Kenosha Evenings, E-D = Elkhorn Days, R-D = Racine Days,
O = Online, F=Fall, S=Spring**

✓	Term One	Cr.	Prerequisite	Corequisite	K-D	K-E	E-D	R-D	O
	104-101 Marketing Principles	3			F	F	F	F	F
	104-104 Selling Principles	3			F	F	F	F	F
✓	Term Two	Cr.							
	104-105 Promotion Principles	3			S	S	S	S	S
	104-137 Digital Marketing	3			S	S	S	S	S
	Total Credits	12							

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.