

MARKETING, CERTIFICATE

The **Marketing certificate** requires a minimum of 31 credits in the courses listed below.

For more information about Marketing, please visit the program page (<http://www.cod.edu/marketing/>).

Certificate Requirements

Field of Study Code: MARKE.CER

Code	Title	Credits
Program Requirements		
MARKE 2210	Principles of Marketing	3
MARKE 2270	Digital Marketing	3
ACCOU 2140	Financial Accounting	4
BUSIN 1100	Introduction to Business	3
CIS 1150	Understand Computers/Information/Systems	3
MANAG 2210	Principles of Management	3
Program Electives		
Select 12 credits from the following: ¹		12
MARKE 1100	Consumer Marketing	
MARKE 1171	Database Marketing	
MARKE 1175	Customer Relationship Management	
MARKE 2220	Principles of Selling	
MARKE 2230	Principles of Retail	
MARKE 2240	Advertising	
MARKE 2250	Business to Business	
BUSIN 1170	Electronic Business/Commerce	
Total Credits		31

¹ In addition to the courses listed above.

General Education Requirements

For general education requirements for the A.A.S. degree, please visit the A.A.S. degree catalog page (<https://catalog.cod.edu/associate-degree-programs/associate-applied-science-degree/>).