

Marketing Specialist

Technical Certificate

MS21

Curriculum

Occupational Courses	12
Required Courses:	9
MKTG 1100 Principles of Marketing (3)	
MKTG 1160 Professional Selling (3)	
MKTG 1190 Promotion and Communication (3)	
 <i>Select ONE Marketing elective course below:</i>	3
MKTG 1130 Business Regulations and Compliance (3)	
MKTG 1210 Services Marketing (3)	
MKTG 1270 Visual Merchandising (3)	
MKTG 1370 Consumer Behavior (3)	
MKTG 2000 Global Marketing (3)	
MKTG 2010 Small Business Management (3)	
MKTG 2030 Digital Publishing and Design (3)	
MKTG 2070 Buying and Merchandising (3)	
MKTG 2160 Advanced Selling (3)	
MKTG 2210 Entrepreneurship (6)	
MKTG 2270 Retail Operations Management (3)	
 Total Credit Hour (minimum):	 12