

MARKETING CERTIFICATE

The Certificate in Marketing is designed to equip students with the latest marketing principles and practices, providing them with skills that will enhance their professional journey. This program is ideal for individuals seeking to gain marketing knowledge, or entrepreneurs aiming to effectively promote their businesses. Through a combination of theoretical coursework and practical applications, students will acquire the skills necessary to excel in the dynamic field of marketing.

Code	Title	Credits
BUAD 270	Principles of Marketing	3
BUAD 335	Marketing Communications	3
One of the following:		3
BUAD 327	Social Media Marketing	3
BUAD 343	Sales I	3
BUAD 345	Consumer Behavior	3