

# MARKETING COMMUNICATIONS CERTIFICATE IN APPLIED SCIENCE

MKT 240	Advertising	3
<b>Total Semester Hours</b>		<b>9</b>
<b>Total Required Credit Hours</b>		<b>18</b>

<sup>1</sup> General education course

## Program Description

The purpose of this certificate is to provide students with a basic understanding of marketing. All courses in this certificate apply to the Marketing Associate in Applied Science degree.

## Mission Statement

The mission of the Marketing Communications certificate program is to provide students with a basic and practical introduction to the concept of marketing that will enhance their career opportunities and facilitate the pursuance of additional degree programs.

## Entrance Requirements

High school diploma or GED

## Type of Program

Day, evening or online

## Requirements for Completion

Students must receive a grade of "C" or higher in program courses, concentration courses, corequisites, and prerequisites in order to be eligible for graduation.

## Employment Opportunities

Advertising agencies, business-to-business sales, retail sales, customer service relations.

Visit our web page at <https://www.gvltec.edu/marketing/>.

## Recommended Program Schedule

Listed below is the ideal grouping of courses in order by semester. This plan assumes a full-time schedule. Note, however, that many variables can affect this plan, and not every course is offered every semester. Please see your advisor to map out your own personalized progression toward graduation.

**Note:** Please contact your advisor for recommended evening schedules.

First Semester		Hours
ENG 101	English Composition I <sup>1</sup>	3
CPT 170	Computer Applications I	3
MKT 101	Marketing	3
<b>Total Semester Hours</b>		<b>9</b>
Second Semester		
MKT 120	Sales Principles	3
MKT 130	Customer Service Principles	3