

MARKETING IN THE NON-PROFIT SECTOR CERTIFICATE IN APPLIED SCIENCE

Program Description

This program will prepare students for a business career as a director or marketing specialist in the non-profit service sector. All courses in this certificate apply to the Marketing Associate in Applied Science degree.

Mission Statement

The mission of the Marketing in the Non-Profit Sector certificate is to provide students an opportunity to pursue career positions in the non-profit marketing and business sector.

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

Non-profit organizations, event planning, government agencies, tourism, media relations, and political campaigns.

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. Note 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
MKT 101	Marketing	3
MKT 120	Sales Principles	3
MKT 123	Event Planning and Promotion	3
MKT 240	Advertising	3
Total Semester Hours		12
Second Semester		Hours
BUS 270 or MKT 260	SCWE in Business Marketing Management	3
MKT 111	Media Relations	3
MKT 245	Promotional Strategies	3
Total Semester Hours		9
Total Required Credit Hours		21