

## MARKETING

### E-Marketing Certificate

*NOTE: This certificate is pending a title change (Social Media Specialist) and changing its program requirements that may be effective Spring 2021. Please contact the program coordinator for more information.*

*This 18 credit-hour certificate program is designed for those interested in obtaining basic social media and internet marketing skills that can be used in any entry-level marketing position, or for individuals who want to run social media marketing campaigns for their business start-ups.*

*The Associate in Applied Science in Business Administration includes a specialized study area for eMarketing. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.*

#### Required:

While not a program requirement, it is recommended that students complete ENG101 (Composition) or place into ENG101.

Number	Course Title	Credits
ENT 154	Entrepreneurship or	
MGT 111	Introduction to Business Organization .....	3
MKT 180	Strategic Communication for A Digital World .....	3
MKT 245	Principles of Marketing .....	3
MKT 252	Internet Marketing .....	3
WEB 110	Internet Fundamentals .....	3

#### Electives: Select three credit hours from the following courses:

Number	Course Title	Credits
MCM 233	Introduction to Public Relations .....	3
MKT 105	Sports Marketing .....	3
MKT 140	Principles of Professional Selling .....	3
MKT 217	Advertising .....	3
MKT 247	Consumer Buying Behavior .....	3
MKT 281	Internship in Marketing .....	3