

MARKETING MANAGEMENT (CERTIFICATE N0626)

Business Division

Certificate N0626

Students completing this Marketing Management certificate will have gained practical world business knowledge and experience. In addition, completers of the certificate will have learned to use some of the latest business computer software.

Required Courses

Course Prefix	Course Name	Units
BUSM 20	Principles of Business	3
BUSM 61	Business Organization and Management	3
BUSS 35	Professional Selling	3
BUSS 36	Principles of Marketing	3
BUSS 50	Retail Store Management and Merchandising	3
BUSS 79	Work Experience in Marketing Management	1
BUSS 85	Special Issues in Marketing	2
CISB 15	Microcomputer Applications	3.5
Total Units		21.5

Business Administration Website (<http://www.mtsac.edu/businessadministration/>)

Program Learning Outcomes

Upon successful completion of this program, a student will be able to:

- List and explain the foundations upon which business is built and the economic challenges facing the United States.
- List the characteristics of a successful salesperson.
- Have developed a working knowledge of marketing terminology.

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.