

# BUSINESS ADMINISTRATION MARKETING COMMUNICATIONS

Certificate of Completion – 42-46 credits

## CERTIFICATE AS AWARDED ON TRANSCRIPT

Certificate of Completion, Marketing Communications

### PROGRAM DESCRIPTION

The Marketing Communications Certificate gives students the skills to research target consumer preferences and utilize that research to create a branding strategy and promotional content for both electronic and traditional marketing media channels. A student pursuing this certificate should be seeking to add these skills to other previously acquired business education or experience. All coursework may be applied to an Associate of Applied Science (AAS) Business degree.

### COST OF PROGRAM

Standard tuition, student fees and textbooks.

### PROGRAM PREPARATION AND PREREQUISITES

#### Recommended

- High school diploma or GED
- Minimum placement scores resulting in WR 121 placement or completion of WR 065/095 ("C" or better)
- Minimum placement scores resulting in MTH 065 placement or completion of MTH 060 ("C" or better)
- Work experience providing an understanding of general business functions or completion of BA 101 Introduction to Business

### MINIMUM GPA OR GRADE REQUIREMENTS

All required courses must be completed at a "C" grade or better and graduates must have an overall 2.0 GPA or higher.

### REGISTRATION INFORMATION

The required courses for the certificate are listed below under Program Requirements. Students should consult their advisor if they have transfer credits, are not able to attend full time or are not at college level in reading, writing and math.

### PROGRAM STANDARDS

Academic dishonesty will not be tolerated and can result in the offending student being dropped from the program. Students wishing reinstatement must seek endorsement from the department chair after completing a progressive review.

### TRANSFER INFORMATION

This certificate is designed for students planning to enter their chosen career upon graduation. Often only selected credits are considered transferrable to public or private baccalaureate institutions.

### PROGRAM REQUIREMENTS

The following is a suggested course of study for students interested in pursuing a Marketing Communications certificate and will depend on course availability.

#### First term

|         |  |     |
|---------|--|-----|
| BA 104  | Business Math                                    | 3   |
| BA 223  | Marketing Principles I                           | 4   |
| CIS 120 | Computer Concepts<br>or Computer Competency Test | 0-4 |
| LIB 100 | Introduction to Finding Information              | 1   |
| WR 121  | Academic Composition                             | 4   |

#### Second term

|         |                       |   |
|---------|-----------------------|---|
| BA 232  | Branding              | 4 |
| BA 237  | Marketing Research    | 4 |
| BA 261  | Consumer Behavior     | 4 |
| CIS 131 | Software Applications | 4 |

#### Third term

|           |                         |   |
|-----------|-------------------------|---|
| BA 178    | Customer Service        | 3 |
| BA 214    | Business Communications | 3 |
| BA 233    | Internet Marketing      | 4 |
| or BA 239 | Advertising             |   |
| CIS 178   | Internet in Depth       | 4 |