

## Marketing Communications

### Certificate of Completion

#### 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.

#### PROGRAM ENTRANCE REQUIREMENTS

##### Academic Entrance Requirements

- Recommended:
  - High school diploma or GED
  - Minimum placement scores resulting in WR 121 Academic Composition placement or completion of WR 065 Rhetoric/Critical Thinking II/WR 095 Basic Writing II ("C" or better)
  - Minimum placement scores resulting in MTH 065 Algebra II placement or completion of MTH 060 Algebra I ("C" or better)
  - Work experience providing an understanding of general business functions or completion of BA 101 Introduction to Business

#### PROGRAM PERFORMANCE STANDARDS

##### Academic Requirements

- Students must have a 2.0 cumulative GPA to earn a COCC certificate or degree.
- All courses in the program must be completed with a grade of C or higher.

#### PROGRAM COURSE REQUIREMENTS

##### Core Courses

BA 104	Business Math	3
BA 178	Customer Service	3
BA 214	Business Communications	3
BA 223	Marketing Principles I	4
BA 232	Branding	4
BA 233	Internet Marketing	4
or BA 239	Advertising	
BA 237	Marketing Research	4
BA 261	Consumer Behavior	4
CIS 120	Computer Concepts (or Computer Competency Test)	0-4
CIS 131	Software Applications	4
CIS 178	Internet in Depth	4
LIB 100	Intro to Finding Information	1
WR 121	Academic Composition	4

**Total Credits 42-46**

#### ADVISING NOTES

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.

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.