

AREA: Sales Management and Marketing

<u>Course#</u>	<u>Title</u>	<u>Credits</u>
BUS 236	Communications in Management	3
MKT 100	Principles of Marketing	3
MKT 228	Promotion	3
MKT 271	Consumer Behavior	3
MKT 282	Principles of E-Commerce	3
	Total	15

Students who register for the Career Studies Certificate curricular are encouraged to explore continued educational pathways into a two-year degree program. Completion of a degree may provide opportunities for workplace advancement.