

## **PROGRAM PAGE**

### **COLLEGE CREDIT CERTIFICATE IN MARKETING AND SALES MANAGEMENT**

**Credits: 21**

#### **Program Description**

The certificate is designed to provide expertise in key marketing and sales areas, including market analysis, strategic marketing planning, sales techniques, consumer behavior, brand management, marketing research, and integrated marketing communications, all with an international perspective.

#### **Program Outcomes**

1. Create a Marketing plan that meets the needs of an organization.
2. Evaluate the impact of using different marketing and sales strategies for a product, concept, good or service on the Return on Investment (ROI) of an organization.
3. Conduct market research to provide the information needed to make marketing and sales decisions.
4. Formulate marketing strategies for developing new and/or modified products, concepts, goods, and services that respond to evolving market needs.
5. Apply legal, ethical, cultural, and economic standards of business within a global environment.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.



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| Specialization Courses |                                     |         |               |
|------------------------|-------------------------------------|---------|---------------|
| Course                 | Title                               | Credits | Prerequisites |
| MARK 502               | Marketing Management                | 3       |               |
| MARK 550               | Integrated Marketing Communications | 3       | MARK 560      |
| MARK 551               | Marketing Research                  | 3       | MARK 502      |
| MARK 552               | CRM: Trust and Loyalty Management   | 3       | MARK 502      |
| MARK 553               | International Marketing             | 3       | MARK 502      |
| MARK 555               | Sales Management                    | 3       | MARK 502      |
| MARK 560               | Consumer Behavior                   | 3       | MARK 502      |
| TOTAL                  |                                     | 21      |               |
| TOTAL CREDITS          |                                     | 21      |               |

Notes:

1. This program may be offered in English, Bilingual mode (English-Spanish), or Spanish according to the demand. COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.
2. Graduation GPA: 3.00