

Certificate in Marketing Communication

(21 semester hours, 12 s.h. at MBU required)

All courses are 3 s.h.

Requirements:

_____ BUAD 230	Marketing Principles
_____ BUAD 338	Marketing Research
_____ BUAD 362	Consumer Behavior
_____ COMM 115	Mass Communication
_____ COMM 240	Advertising
_____ COMM 260	Public Relations
_____ COMM 300**	<i>Integrated Marketing Campaigns</i>

OR Transfer course VCCS listed*

MKT 100
MKT 229
MKT 271
CST 114
MKT 220
MKT 221
__NA_____

**or an approved 300-level substitute

Certificates are stand-alone credentials. Overlap rules do not apply.

*** Transfer courses do not necessarily carry the same Learning Outcome Designations for the Common Curriculum**