

## CAREER PATHWAY CERTIFICATE OF COMPLETION: MARKETING



Business Management/Entrepreneurship: Career Pathway Certificate of Completion: Marketing is for those who wish to update skills or increase advancement potential.

The courses are designed to provide students with a strong basic understanding of fundamentals and current practices in the field of marketing. Businesses will find this short-term certificate especially helpful in quickly training present and new employees in basic subject matter pertinent to the marketing function.

### PROGRAM STUDENT LEARNING OUTCOMES

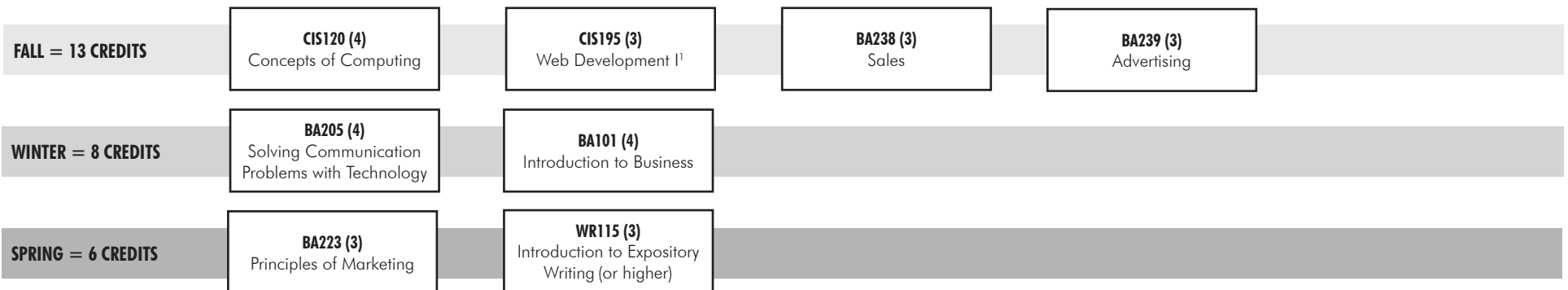
Upon successful completion of this program the student will be able to:

- Demonstrate effective communication skills including both verbal and written.
- Describe the marketing methods including the analysis and inter-relationship of the marketing mix: product, price, place and promotion.
- Develop/implement a marketing plan to achieve the goals of a business.

### GRADUATION REQUIREMENTS

Students must complete a minimum of 27 credit hours with a minimum Grade Point Average (GPA) of 2.0 (C) average or better. All courses in this program must be completed with a 'C' or better. Nine (9) of the last 12 credits must be earned at Southwestern before the Business Management/Entrepreneurship: Career Pathway Certificate of Completion: Marketing is awarded.

Complete the graduation application process one term prior to the term of completion (i.e., spring term graduates must apply during winter term).



**27 CREDITS = TOTAL PROGRAM REQUIREMENTS**

### PROGRAM NOTES

<sup>1</sup>CIS125WE Web Editor Applications may be substituted to meet this requirement.