

Marketing Concentration (MRKC)

Certificate in Business Administration (CERT_BUSN)

This concentration provides students with both an academic foundation and practical skills development in the field of marketing. It is ideal for individuals already working in the business world who seek a background in marketing or those who wish to explore the field by studying a variety of up-to-date topics.

Note: All credits earned in this certificate program can be applied toward the associate degree program in Business with a concentration in Marketing or General Business. Many courses require prerequisites, corequisites and/or testing. [See course descriptions for details.](#)

RECOMMENDED COURSE SEQUENCE

- First semester: ACCT 1010; BUSN 1010
- Second semester: BUSN 1000, 2060
- Third semester: BUSN 2061, 2063
- Fourth semester: BUSN 2065, BUSN 2050

Certificate Requirements

COURSE NO.	COURSE TITLE	COURSE NOTES	CREDITS
ACCT 1010	Financial Accounting		4
BUSN 1000	Workplace Relationship Skills		3
BUSN 1010	Introduction to Business		3
BUSN 2061	Marketing Communications		3
BUSN 2063	Sales		3
BUSN 2065	Advertising Principles		3
BUSN 2050	Principles of Management		3
BUSN 2060	Principles of Marketing		3
Total Certificate Requirements Credits			25

GAINFUL EMPLOYMENT INFORMATION

Most students in this certificate program attend part time and take two courses each semester. Therefore, the average time to complete the Marketing certificate as a part-time student could be four semesters (or 24 months). Students who choose to attend full time could complete this certificate program in as few as two semesters (or 12 months). For more information about the number of CCRI graduates in this program and other important gainful employment information, please visit www.ccri.edu/acadaffairs/gainful-employment/bst/BUSN/marketing-cert.html.