

Small Business Marketing Communication Certificate

Small Business Marketing Communication Certificate Requirements

12 credits

Code	Title	Hours
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 4200	Entrepreneurial Marketing	3

Small Business Marketing Communication Elective Requirements

Code	Title	Hours
Choose 6 credits from the following:		
MDIA 2300	Introduction to Public Relations	3
MDIA 3450	Social Media Campaigns	3
MDIA 4580	Advanced Public Relations (Prerequisite: MDIA 2300)	3
MKTG 3500	Digital Marketing	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 3560	eCommerce Strategy	3
MKTG 3570	Email and Marketing Automation Strategy	3
MKTG 3580	Social Media Marketing Strategy	3
MKTG 3590	Digital Marketing Analytics	3

Completion Requirements

1. Grade C- or higher in each required discipline course.
2. GPA 2.5 or higher in required discipline courses.