

# MARKETING LEADERSHIP AND INNOVATION

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## Overview

### Marketing Leadership and Innovation Technical Certificate

**Program Code: 40-104-CF**

Help your organization achieve its goals by developing effectively leadership skills and becoming a champion of marketing initiatives. Learn to use higher-level marketing skills to influence both internal senior leaders and external customers and stakeholders.

**The minimum required course grades and program grade point average (GPA) for students under this catalog are:**

*Core Courses = C*

*General Studies Courses = C*

*Program GPA = 2.0*

## Required Courses

Code	Title	Credits
<b>Core Courses</b>		
104-102	Marketing Principles	3
104-125	Advertising	3
104-165	Marketing Public Relations	3
196-190	Leadership Development	3
623-170	Intro to Continuous Improvement	3
Approved Substitute: 623-131		
<b>General Studies Courses</b>		
801-136	English Composition 1	3
Approved Substitute: 801-223		
<b>Total Credits</b>		<b>18</b>