

MARKETING LEADERSHIP AND INNOVATION

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
Core Courses		
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		
General Studies Courses		
801-136	English Composition 1	3
Approved Substitute: 801-223		
Total Credits		18