

# MARKETING MANAGEMENT

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## Overview

### Marketing Management Technical Certificate

**Program Code: 40-104-CB**

Discover what it takes to work in marketing management, overseeing people and processes while providing direction for integrated marketing strategies. Learn managerial skills through the evaluation of sales performance and marketing initiatives. Explore data collection and design of marketing activities to support strategic organizational goals.

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

*Core Courses = C*  
*Program GPA = 2.0*

## Required Courses

Code	Title	Credits
<b>Core Courses</b>		
104-102	Marketing Principles	3
104-104	Sales Principles	3
Approved Substitute: 104-110		
104-173	Marketing Research	3
196-140	Managing People	3
Approved Substitute: 196-191		
104-157	Marketing Management	3
<b>Total Credits</b>		<b>15</b>