

**BUSINESS ADMINISTRATION: MARKETING
MARKETING AND SALES
Certificate**

PROGRAM PLANNING GUIDE

Course Number	Course Title	Class	Hours Per Week		Credit
			Lab	Work/ Clinical	
<u>FIRST SEMESTER</u>					
MKT 120	Principles of Marketing	3	0	0	3
MKT 232	Social Media Marketing	3	2	0	4
<u>SECOND SEMESTER</u>					
MKT 220	Advertising & Sales Promotion	3	0	0	3
MKT 123	Fundamentals of Selling	3	0	0	3

TOTAL COMPLETION REQUIREMENT 13 SEMESTER CREDIT HOURS

