

Marketing Certificates

College of DuPage Requirements

Certificates of 20 credit hours or more: Students must earn the final 10 credits at College of DuPage.

Certificates of less than 20 credit hours: Students must earn one-half of the total required credit hours as the final applicable hours at College of DuPage.

Marketing Certificate

Total Required Credits: 31

Certificate Requirements: 19

Program Electives: 12

Code: 4204

Certificate Requirements

Busin 1100	Introduction to Business	3
Accou 1140	Financial Accounting	4
Marke 1170	E-Marketing.....	3
Manag 2210	Principles of Management.....	3
Marke 2210	Principles of Marketing.....	3
CIS 1150	Introduction to Computer Information Systems	3

Program Electives

Select 12 credits from the courses below:

Busin 1111	Customer Service	3
Busin 1170	Electronic Business/Commerce.....	3
Marke 1100	Consumer Marketing	3
Marke 1171	Database Marketing.....	3
Marke 1175	Customer Relationship Management	3
Marke 2220	Sales	3
Marke 2230	Retailing.....	3
Marke 2240	Advertising	3
Marke 2250	Business-to-Business	3
Marke 2260	International Marketing	3

Consumer Marketing Certificate

Total Required Credits: 12

Certificate Requirements: 9

Program Electives: 3

Code: 4216

Certificate Requirements

Busin 1100	Introduction to Business	3
Marke 1100	Consumer Marketing	3
Marke 2210	Principles of Marketing.....	3

Program Electives

Select one of the following courses:

CIS 1150	Introduction to Computer Information Systems	3
Marke 2220	Sales	3
Marke 2240	Advertising	3

Advisers

If you are considering this program as an area of study, consult with an adviser in this field:

	Phone
Michael Drafke, coordinator E-mail: drafke@cod.edu	(630) 942-2075
Rich Elliman E-mail: elliman@cod.edu	(630) 942-3447
Natalee Grigoletti E-mail: grigolet@cod.edu	(630) 942-3275
Jim Huggins E-mail: huggins@cod.edu	(630) 942-2821
Jane Murtaugh E-mail: murtaugh@cod.edu	(630) 942-3401
Nancy Payne E-mail: paynen@cod.edu	(630) 942-2952
Herschel "Sonny" Smith E-mail: smith@cod.edu	(630) 942-2593
Shannon Toler E-mail: tolers@cod.edu	

Program web site: www.cod.edu/dept/business