

Marketing Certificate Courses Available in Online Format

Required Courses	
Business 1100	Introduction to Business
Accounting 1140	Financial Accounting
Marketing 1170	E-Marketing
Management 2210	Principles of Management
Marketing 2210	Principles of Marketing
CIS 1150	Introduction to Computer Information Systems
Elective Courses (12 credits required)	
Business 1111	Customer Service
Business 1170	Electronic Business Commerce
Marketing 1100	Consumer Marketing
Marketing 1175	Customer Relationship Management
Marketing 2220	Sales
Marketing 2240	Advertising

Note: This information is not meant to substitute for program advising. Please see department web site for certificate requirements and program advisor contact information at [Marketing Program Guide](#).