

Marketing Operations Technical Certificate Program Code 6240

Program Description: The Marketing Operations Technical Certificate, offered at all BC locations, emphasizes the development of management and leadership skills needed in marketing occupations such as advertising, selling, entrepreneurship, and international business. This program enables students to continue on for an Associate of Science degree in Marketing Management.

Career Pathway: Business

Program Entrance Requirements: HS Diploma or GED

Additional Program Information: N/A

Location(s): All courses are offered at all BC locations. Please consult the course schedule for specific semester locations.

Contact Information: Program contact information can be found at <http://www.broward.edu/academics/programs/Pages/business.aspx>

Related Programs at Broward College:

Marketing Management Associate of Science (2126)

Required Courses

MAR1011	Principles of Marketing	3
MKA1021	Salesmanship	3
MKA1930	Seminar I: Marketing in Perspective	3
MNA1821C	Introduction to E-Commerce	3
GEB1011	Introduction to Business	3
OST2335	Communications in the Workforce	3
MKA1511	Advertising	3
MAR2141	International Marketing	3
MNA1161	Introduction to Customer Service or	
MKA2042	Retailing	3
GEB2112	Entrepreneurship	3

Total Program Credit Hours **30**

Notes:

- Many courses have specific pre-requisite and co-requisite requirements that must be followed. Students are encouraged to consult the Course Information Table for a detailed list of all requisite requirements.

Students are strongly encouraged to meet with an advisor to create an educational plan.