

MARKETING MANAGEMENT
Marketing Operations Technical Certificate Major Code 6240

Related Programs

Marketing Management Associate in Science Major Code
 2126

Entrance Requirements

- HS Diploma or GED
 - PERT
- The PERT test places students into preparatory level reading, writing and math courses designed to prepare them for college-level coursework. Recent ACT or SAT score may also be used for placement. For more information, see <http://www.broward.edu/testing/>. Students who test into college prep courses must successfully complete all of the required coursework to qualify for graduation.
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First Year Term I

MAR 1011 Principles of Marketing	3	
MKA 1021 Salesmanship	3	
MKA 1930 Seminar I: Marketing in Perspective	3	
MNA 1821C Introduction to E-Commerce	3	
<i>Total Term Semester Hours</i>	<i>12</i>	

*Requires a pre-requisite. See course description online at www.broward.edu.

+Offered once per year at North Campus only.

First Year Term II

MKA 1511 Advertising	3	
MAR 2141 International Marketing	3	
MNA 1161 Introduction to Customer Service	3	
+MKA 2042 Retailing or		
#GEB 2112 Entrepreneurship	3	
<i>Total Option Semester Hours</i>	<i>12</i>	
<i>Total Certificate Semester Hours</i>	<i>24</i>	

#Offered at A. Hugh Adams Central Campus and North Campus.