Technical Certificate in Marketing Operations- 6240
CAREER PATHWAY: BUSINESS

Location(s): Courses for this program are offered at all BC locations.

Program Entrance Requirements: HS Diploma or GED

Program Description: The purpose of this program is to prepare students for employment as advertising and display specialists, marketing, advertising, and public relations managers, public relations specialists, or to provide supplemental training for persons previously or currently employed in these occupations. The content should include, but not be limited to, the advertising and displaying of merchandise and managing this function. Visit the program’s website for more information.

BUILD YOUR EDUCATION

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Description</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEB1011</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>GE Course</td>
<td>General Education Speech</td>
<td>3</td>
</tr>
<tr>
<td>MAR1011</td>
<td>Intro. to Marketing in the 21st. Century</td>
<td>3</td>
</tr>
<tr>
<td>GEB2112</td>
<td>Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>Elective*</td>
<td>(Recommended MAR2141)</td>
<td>3</td>
</tr>
<tr>
<td>MNA1161 OR MKA2042</td>
<td>Introduction to Customer Service OR Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKA1930</td>
<td>Seminar I: Marketing in Perspective</td>
<td>3</td>
</tr>
<tr>
<td>MKA1021</td>
<td>Salesmanship</td>
<td>3</td>
</tr>
<tr>
<td>MKA1511</td>
<td>Advertising: Traditional and New Media</td>
<td>3</td>
</tr>
<tr>
<td>Elective*</td>
<td>*Program Electives – Students must select from the following approved courses: BUL2241, BUL2242, ECO2023, FIN2100, FIN2051, GEB2949, MAN2604, MAR2141, MAR2644C, MAC1105C, MKA2701C, MKA2931, MKA2932, QMB1001, QMB2100, ISM2200C, MAC2233, OST1330, GEB2430.</td>
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</tr>
</tbody>
</table>

Total Program Credit Hours 30

Notes:
* Program Electives – Students must select from the following approved courses: BUL2241, BUL2242, ECO2023, FIN2100, FIN2051, GEB2949, MAN2604, MAR2141, MAR2644C, MAC1105C, MKA2701C, MKA2931, MKA2932, QMB1001, QMB2100, ISM2200C, MAC2233, OST1330, GEB2430.

This is only a recommended course sequence. Students are strongly encouraged to meet with an advisor to create a personalized educational plan.

CHOOSE YOUR COURSES
PROGRAM HIGHLIGHTS

**CREDIT FOR PRIOR LEARNING**
Accelerate your path to completion with these options:

- Credit by exam
- Earned industry certifications
- Prior Learning Assessment
- And much more…

**RELATED INDUSTRY CERTIFICATIONS**
Upon completing this program, graduates will be eligible to sit for the following industry certifications/licenses: N/A

**GET AN INTERNSHIP**
After completing your first year of coursework make sure to visit the Career Center for internship opportunities that help you take your career to the next level!

Get an Internship  Virtual Job Shadow Tool

**MEDIAN WAGE AND JOB GROWTH OUTLOOK**
Broward College has Career Insight & the Career Ladders. These tools are designed to help you find a good career by providing the most current local data on wages, employment, job postings, and associated education and training. Learn how to climb your career ladder!

**FUND YOUR EDUCATION**
This program is Financial Aid eligible. Scholarships may be available. This program is part of the Career Source Broward ITA List

GET STARTED TODAY!

START APPLICATION

FUND YOUR EDUCATION

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