



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.

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RECOMMENDED COURSE SEQUENCE

Course ID	Description	Credits
GEB1011	Introduction to Business	3
GE Course	General Education Speech	3
MAR1011	Intro. to Marketing in the 21st. Century	3
GEB2112	Entrepreneurship	3
Elective*	(Recommended MAR2141)	3
MNA1161 OR MKA2042	Introduction to Customer Service OR Retailing	3
MKA1930	Seminar I: Marketing in Perspective	3
MKA1021	Salesmanship	3
MKA1511	Advertising: Traditional and New Media	3
*Elective		3
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

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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](#)



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