

Sales & Digital Marketing

Degree Type Certificate

In an era of global, digitized, interactive business environments, Marketing offers one of the best career opportunities for today's business students. Marketing is a broad field which includes activities related to selecting, designing, packaging, pricing, advertising/promoting, selling, distributing, and servicing a product in the domestic and/or international marketplace. It is the driving force in most businesses.

Marketing is critically examined from the perspective of the consumer/client, economy, technology, legal/political issues, and ethical/social responsibility. Marketing classes integrate theory and practical applications while applying related business knowledge of information technology, accounting, economics and management principles.

Marketing personnel are employed in retail, industrial and commercial firms, schools and hospitals, both locally and internationally. Marketing offers something for every business student—a desk job as a market research analyst, or travel and excitement with the public as a salesperson, retailer, or public relations person.

The Certificate program can be completed on a full or part-time basis and courses are offered during the day, evening, and online.

Program Outcomes

Students will be able to:

- Identify the marketing mix variables -- product, price, place, and promotion -- and write a marketing plan.
- Create and develop an integrated marketing communication (advertising) plan, including marketing objectives, strategies, and tactics.
- Analyze consumer decision making as it relates to consumer buying behavior and marketing decisions.
- Analyze the decision-making process in marketing products internationally and understand the role marketing plays in a global economy.
- Demonstrate knowledge of various advertising media, such as social media and all forms of digital media.
- Apply the strategic selling model to personal selling activities.
- Engage in a personal selling situation with emphasis on the customer relationship and deliver a personal sales presentation using a sales portfolio and other sales tools.
- Possess an understanding of cross-cultural and global issues and sensitivity to diversity and other cultures.
- Demonstrate information literacy through research skills and the use of technology.
- Demonstrate proficiency in critical thinking, analysis, reasoning, questioning and quantitative skills.

Technical Standards

Students must be able to demonstrate the ability to communicate effectively using written and oral techniques, including the use of technology; conduct themselves in a professional manner; possess critical thinking and analytical skills; be comfortable using computers and computer application software; work independently and in groups.

Certificate Requirements

Item #	Title	Theory Hours	Lab Hours	Credits
BUS110G	Introduction to Business	3	0	3
MKTG101G	Principles of Marketing	3	0	3
MKTG224G	Sales and Sales Management	3	0	3
MKTG201G	Business Relationship Management	3	0	3
BUS209G	Principles of Global Business	3	0	3
	BUS210 or BUS200G	3	0	3
	BUS234G or BUS282G	3	0	3
	Sub-Total Credits	21	0	21
	Total Credits			21