

Marketing Specialist Certificate

The Marketing Specialist Certificate is designed for students interested in professional careers in the fields of marketing.

Marketing Specialist Curriculum

Curriculum

Program Courses

Course Code	Title	Course Outlines	Goal Areas	Credits
ART 2901	Graphic Design Tools I and	View-ART 2901	n/a	3
BUS 2600	Principles of Marketing and	View-BUS 2600	n/a	3
BUS 2610	Consumer Behavior and	View-BUS 2610	n/a	3
BUS 2620	Fundamentals of Promotion and	View-BUS 2620	n/a	3
BUS 2630	Fundamentals of Sales and Service and	View-BUS 2630	n/a	3
BUS 2640	Fundamentals of Digital Marketing	View-BUS 2640	n/a	3

Total Credits Required	18
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Program Overview

2023-2024

Marketing Specialist Certificate students experience hands-on class projects such as new product launches, sales presentations, and advertising media plans. Specialized courses in consumer behavior, promotion, sales, and digital marketing are taught by outstanding marketing and design faculty, bringing real-world expertise using state-of-the-art business

Program Outcomes

Knowledge of Human Cultures and the Physical and Natural World, focused by:

- Define the role of consumer behavior, promotion, sales, and digital marketing in the marketing process and how they are integrated within an organization's overall strategy.

Intellectual and Practical Skills, focused by:

- Role-play sales situations individually or in teams to dramatize specific sales concepts and tactics.
- Proficiently use computers and graphic design software for graphic design projects.

Personal and Social Responsibility and Engagement, focused by:

- Identify and understand ethical dilemmas within the marketing, promotion, sales, and digital marketing environments.

Integrative and Applied Learning, including:

- Illustrate the marketing concept through the completion of a comprehensive marketing plan.
 - Analyze consumer behavior situations and apply consumer behavior concepts to develop solutions.
 - Analyze marketing communication situations and develop promotional strategic solutions.
 - Apply various sales concepts in the construction of a comprehensive sales plan or the solutions to various comprehensive sales cases.
 - Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
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Program Maps

Program roadmaps provide students with a guide to understand the recommended course sequence to complete their degree.

- **Marketing Specialist Certificate Program Roadmap Part Time**

Career Opportunities

Information on careers, including salary and employment outlook data, is available at Minnesota State and the Bureau of Labor Statistics websites:

careerwise.minnstate.edu and www.bls.gov.

Transfer Information

If you are planning on transferring to another institution, follow the guidelines available on our transfer resources web page to help you plan the process: **Transfer Information**

Degree Information

Certificates may be earned for successful completion of courses in a specialized program of study with a minimum grade point average of 2.00 (C). A certificate shall include 9 to 30 semester credits. At least one third of the total credits required for each certificate must be completed at North Hennepin Community College.

Developmental Courses Some students may need preparatory course(s) in Math and/or English. Courses numbered below 1000 will not apply toward a degree.

Equal Opportunity Employer and Disability Access Information North Hennepin Community College is a member of Minnesota State Colleges and Universities system and an equal opportunity employer and educator. This document is available in alternative formats to individuals with disabilities by calling 7634930555 or through the Minnesota Relay Service at 18006273529.

Accreditation

North Hennepin Community College is accredited by the Higher Learning Commission (hlcommission.org), an institutional accreditation agency recognized by the U.S. Department of Education.

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