

Cert: Marketing and Sales

2021-2022

This certificate is for students to learn successful leadership, teamwork, and communication skills that can be applied in business situations. Some of the classes can be taken online. Courses can be applied to many of the A.A.S. or A.S. Degrees in Business.

Program Courses

Course No.	Course Title	Credits
BUS1610	Consumer Behavior	4
BUS1620	Advertising and Sales Promotion	3
BUS1630	Professional Sales and Management	4
BUS2600	Principles of Marketing	3

NHCC Residency and GPA

Course No.	Course Title	Credits
4 Credits must be earned at NHCC:		
2.00 overall GPA for NHCC courses		

Total Credit Required 14

Degree Requirements

2.00 overall GPA for NHCC courses

Program Outcomes

Intellectual and Practical Skills, focused by:

- Prepare quantitative and qualitative market research within the scope of consumer behavior.
- Analyze marketing communication situations and develop promotional strategic solutions.

Integrative and Applied Learning, including:

- Illustrate the marketing concept through the completion of a comprehensive marketing plan.
- Produce a comprehensive sales plan that reflects specific sales concepts and tactics.

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 763-493-0555 or through the Minnesota Relay Service at 1-800-627-3529.

Career Opportunities

Information on careers, including salary and employment outlook data, is available on the iseek and Bureau of Labor Statistics websites: <https://careerwise.minnstate.edu/careers/> and www.bls.gov.

Accreditation

North Hennepin Community College is accredited by the: Higher Learning Commission 30 N. LaSalle Street, Suite 2400 Chicago, IL 60602-2504 1-800-621-7440

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](#)

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