

Marketing Specialist Certificate



Semester 1				
Course Number	Course Name	Credits	Milestone	Completed
ART 2901 †	Graphic Design Tools	3		<input type="checkbox"/>
BUS 2600	Principles of Marketing	3		<input type="checkbox"/>

Total Credits: 6


Semester 2				
Course Number	Course Name	Credits	Milestone	Completed
BUS 2620 *	Fundamentals of Promotion	3		<input type="checkbox"/>
BUS 2640 *	Fundamentals of Digital Marketing	3		<input type="checkbox"/>

Total Credits: 6

Semester 3				
Course Number	Course Name	Credits	Milestone	Completed
BUS 2610 †	Consumer Behavior	3		<input type="checkbox"/>
BUS 2630 †	Fundamentals of Sales & Service	3		<input type="checkbox"/>

Total Credits: 6

Program Credit Total: 18

Milestone Courses

Should be taken in the order shown. This will help you stay on track and graduate on time.

Helpful Hints

-BUS 2600 is recommended to be taken before all other BUS courses in this program.

-Due to the sequencing of the accounting courses, this program is not able to be completed full-time.

Effective Fall 2024



Disclaimer: This roadmap represents one possible pathway through the program, so please make an appointment with your Academic Advisor to create an education plan that is customized to meet your needs. This information subject to change.

† Leaf/Dagger (†) means the class is only offered Fall semester. * Flower/Asterisk (*) means the class is only offered Spring Semester.