

# Small Business Marketing Manager SB51

## Type

Technical Certificate of Credit

This program prepares individuals to develop and manage independent small businesses. Included are courses in marketing, management, selling, promotion, and business regulations.

## Required Courses

Item #	Title	Credits
MKTG 1100	Principles of Marketing	3
MKTG 1130	Business Regulations and Compliance	3
MKTG 1160	Professional Selling	3
MKTG 1190	Integrated Marketing Communication	3
MKTG 2010	Small Business Management	3
Minimum Credit Hours for Graduation		15