

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 — 15.00 Hours

Item #	Name	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