

# BUSINESS ADMINISTRATION: MARKETING CERTIFICATE

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**Program code:** BMKT-CC

**Location:** Asnuntuck, Gateway, Manchester, Middlesex, Naugatuck Valley, Northwestern, Norwalk, Three Rivers, Tunxis

## Program Description

The Marketing Certificate is meant for either new students or younger professionals wishing to enhance their skills and knowledge through additional education. This certificate programs focuses on fundamental marketing concepts; including pricing, promotional strategies, marketing communications, and the use of digital technologies for marketing purposes.

## Learning Outcomes

1. Critically analyze and discuss topics including marketing ethics, the marketing mix and global/domestic marketing strategies.
2. Demonstrate the ability to effectively present marketing and promotion plans and to make an effective sales presentation, all of which reflect an understanding of customer behavior, segmentation and product and services positioning.
3. Demonstrate the ability to collect, process, and analyze consumer and market data to make informed decisions.
4. Demonstrate the ability to create and implement traditional and digital marketing communication strategies.
5. Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.

## Certificate Requirements

| Code  | Title                   | Credits   |
|---|-------------------------|-----------|
| <b>Required Courses</b>   |                         |           |
| ENG 1010  | Composition             | 3         |
| BMKT 2010   | Principles of Marketing | 3         |
| BMKT Electives - Choose any two BMKT courses  |                         | 6         |
| Business Electives - Choose any two courses in ACCT, BMGT, BMKT, BUSN, BFIN, DGA or GRA |                         | 6         |
| <b>Total Credits</b>  |                         | <b>18</b> |

Business Administration is a parent program which includes all of the options below. A student may not earn more than one associate degree in this cluster but may earn multiple certificates.

- Business Administration Certificate
- Business Administration, AS
- Business Administration: Finance Certificate
- Business Administration: Finance, AS
- Business Administration: Honors, AS
- Business Administration: Management Certificate
- Business Administration: Management, AS
- Business Administration: Marketing, AS