

CERTIFICATE - MARKETING COMMUNICATIONS

The Marketing Communications Certificate is designed for those students who want to pursue the creative side of marketing including public relations, advertising, social media marketing and graphic design.

Students learn to develop and leverage customer insight and apply that knowledge to develop the marketing message and then produce creative content and deliverables.

This certificate better prepares students for their careers by offering them more marketable skills, enabling them to become more viable in today's competitive job market. Students from any major will find this certificate appropriate as it is designed to complement their skill set, as well as working professionals in the field of advertising, public relations, marketing, and small business

After completing the Marketing Communications certificate students will be able to:

1. Students will be able to write an effective marketing communications plan.
2. Students will have an understanding of the variety of tools to utilize when implementing a marketing communications plan.

Required Courses

GV 245	Graphic Design I	3
MC 116	Intro to Public Relations	3
MK 216	Principles of Advertising	3
MK 220	Marketing Fundamentals	3
MK 322	Social Media Marketing	3
Total Hours		15