

CERTIFICATE IN MARKETING

(Undergraduate Level Program)

Southern States University

Certificate in Marketing Program

The Certificate in Marketing program is designed to give participants the knowledge, skills, and abilities to begin a career in a marketing related field. The certificate addresses marketing and communication issues in today's evolving and highly competitive business environment. A total of nine courses build strong foundation skills in core subject areas and develop analytical, critical, and creative thinking. Elective courses guide students into functional areas of marketing, or allow a broader focus, affording students the ability to develop skills necessary to take on the many challenges present in this constantly evolving field. Students who join the program should expect to acquire the core knowledge and skills needed to understand and assist in the implementation of marketing plans and marketing tactics.

Certificate Requirements

To receive the Certificate in Marketing from Southern States University, students must successfully complete the seven (7) required core courses and two (2) electives for a total of 40.5 credit hours, which is equivalent to 405 contact hours. Students must complete the requirements within a five (5) quarter period.

Upon completion of the program, Certificate graduates will be able to:

- Apply critical thinking skills in evaluating information so as to make informed, ethical business decisions;
- Develop a sound foundation in contemporary marketing theory and practice;
- Assist in the creation of comprehensive and targeted marketing plans;
- Align and integrate marketing messaging and campaigns with an organization's strategic objectives;
- Have the skills necessary to obtain a marketing related job upon completion of the program.

CERTIFICATE IN MARKETING COURSES

Certificate Core Requirements

31.5 Quarter Credits

BUS 101	Business Foundations and Analysis	4.5 Quarter Credits
MKT 305	Marketing Fundamentals	4.5 Quarter Credits
MKT 310	Consumer Behavior	4.5 Quarter Credits
MKT 315	Global Marketing	4.5 Quarter Credits
MKT 320	Sales Strategies	4.5 Quarter Credits
MKT 411	Introduction to Advertising	4.5 Quarter Credits
MKT 420	E-Marketing	4.5 Quarter Credits

Certificate Electives (2 Required)

9 Quarter Credits

BUS 210	Business Law	4.5 Quarter Credits
CIS 111	Introduction to Business Information Systems	4.5 Quarter Credits
MGT 310	Principles of Management and Organization	4.5 Quarter Credits
MKT 405	Introduction to Marketing Research	4.5 Quarter Credits
MKT 415	Services Marketing	4.5 Quarter Credits
PHIL 305	Business Ethics	4.5 Quarter Credits

Certificate Program Requirements

	Classes	Credits
Certificate in Marketing – Core Requirements	7	31.5
Certificate in Marketing - Electives	2	9
Total for Certificate in Marketing	9	40.5

CERTIFICATE IN MARKETING COURSES

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
BUS 101	Business Foundations and Analysis	4.5
<p>This course provides a comprehensive view of today's dynamic American businesses and the global economy. Specific topics include starting a small business, satisfying customers, managing operations, motivating employees, building teams, managing information, managing financial resources, and exploring the ethical and social responsibilities of American businesses. Prerequisite: None</p>		
BUS 210	Business Law	4.5
<p>This course surveys the legal environment of business organizations. It explores the sources of law and the constitutional basis of regulation, social and ethical influences, corporate responsibility, judicial and administrative systems, contracts, torts, agency, bankruptcy and consumer protection. Prerequisite: None</p>		
CIS 111	Introduction to Business Information Systems	4.5
<p>This course will provide an introduction to software-based business applications. Components of the course will include data processing, spreadsheets, decision support systems, and databases. Students will acquire knowledge for the purpose of analyzing situations, and determining and applying the appropriate business information systems to address the issue(s) at hand. Prerequisite: None</p>		
MGT 310	Principles of Management and Organization	4.5
<p>Principles of Management and Organization will expose students to managerial principles and functions, including planning, organizing, leading, staffing, and controlling. Students will also explore organizational functions that contribute to managerial comprehension and effectiveness. Prerequisite: None</p>		
MKT 305	Marketing Fundamentals	4.5
<p>The purpose of this course is to identify and explore the basic concepts and decision-making areas that are central to the general functioning of marketing management. Students will be introduced to conceptual analyses that will entail consumer and business-to-business marketing by focusing on the four functions of marketing: price, product, promotion, and distribution. Prerequisite: None</p>		

MKT 310 Consumer Behavior 4.5

This course will examine and apply the principles of consumer behavior to the development and implementation of marketing strategies. The course focuses on the impact of the new media on consumer information seeking, purchasing options, and decision making, while recognizing that consumers now have fast and convenient access to information about virtually any product or service they may wish to purchase. This course also investigates marketing ethics and social responsibilities. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

MKT 315 Global Marketing 4.5

This course explores various functions in the field of global marketing. Students will learn the political, legal and cultural environments that affect firms attempting to enter foreign markets. They will also analyze the proper leadership and organizational structure, promotional strategies, and marketing mix conducive to international success. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

MKT 320 Sales Strategies 4.5

This course will encompass the various methods and concepts that are used in successful sales strategies. Students will learn the various steps involved in the sales process, including client prospecting, successfully building relationships with customers, presentation skills, and communications following the close of a sale. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

MKT 405 Introduction to Marketing Research 4.5

Introduction to Marketing Research will help students determine the relationship between research and managerial decision making. The course will specifically analyze the research processes involved in marketing research, including the overall formulation and design of the procedures that encompass the steps surrounding a successful marketing study. Students will be able to apply these findings to a research project or a case analysis. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

MKT 411 Introduction to Advertising 4.5

This course exposes students to the basic points-of-view of the advertising manager, and familiarizes students with the areas of concern to the advertising professional. Particular focus will be placed on audience definition, market analysis, budgeting techniques, and campaign effectiveness. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

MKT 415 Services Marketing 4.5

“Services Marketing” involves various functions, including attributive marketing strategies that vary among firms that have alternate structures. Specific areas of interest in this course include service quality benefits, global service structure, service management, and entrepreneurial ventures and opportunities available in a variety of related organizations. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

MKT 420 E-Marketing 4.5

This course will examine the history of the Internet and explore its continuing impact on marketing in today’s society. Students will define the relationship between the Internet and various marketing components, including the marketing mix, marketing research, and evolutionary business models that have gained prominence due to this recent innovation. Prerequisite: MKT 305 or equivalent with a grade of “C” or better

PHIL 305 Business Ethics 4.5

Business Ethics will analyze ethical issues and their impact on theoretical and applied business practices. The course will involve various literary models that will be used to apply new perspectives and ideas to the field of business ethics and individual decision making. Moral analyses will also be conducted to determine the effects on overall professional and personal development. Prerequisite: None