

**Student ID:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_  
**Adviser Name:** \_\_\_\_\_

**General Catalog:** College Catalog 2019-2020  
**Program:** Marketing Technology Specialist Certificate  
**Minimum Credits Required:** \_\_\_\_\_

## Marketing Technology Specialist Certificate

This certificate will provide skills to promote marketing within a small business, including an understanding of technology used in marketing with hands-on projects. Students will gain an understanding of broad marketing functions in management settings while gathering information about the business environment.

### Required Courses (15 credits)

Course Name	Credits:	Term Taken	Grade	Gen Ed
MAR 155 - Social Media for Marketing in Business	Credits:			
MGD 111 - Adobe Photoshop I	Credits: 3 (3-0)			
OR				
ART 149 - Mixed Media I: Digital Art	Credits: (3-0)			
CIS 118 - Introduction to PC Applications	Credits: 3(2-1)			
MAR 216 - Principles of Marketing	Credits: 3(3-0)			
MGD 164 - Digital Video Editing I	Credits: 3 (3-0)			
OR				
ART 131 - Visual Concepts 2-D Design	Credits: 3(1-2)			

### Electives: (3 credits)

Course Name	Credits:	Term Taken	Grade	Gen Ed
MGD 141 - Web Design I	Credits: 3 (3-0)			
PHO 208 - Digital Photography Studio	Credits: 3(1-2)			
BUS 288 - Practicum	Credits: 3			

#### Notes: