Marketing Specialist
17-104-2 Technical Certificate

Overview
The Marketing Specialist certificate is designed to prepare you for a career in support of marketing management, selling, promotion, and marketing information management activities.

Student Profile
As a Marketing Specialist certificate student, you should be able to:
- Work with people and ideas in a team setting
- Maintain a positive, outgoing attitude
- Possess good human relations skills
- Use sound judgement

Preparation for Admission
The following experiences will help you prepare for this certificate:
- Accounting
- Mathematics
- Basic computer skills
- Prior work experience

Outcomes
Employers will expect you, after completing this certificate, to be able to:
- Generate marketing information for effective decision making
- Apply continuous improvement strategies to solve marketing problems
- Apply technology to marketing and marketing information systems
- Develop long-term strategic marketing plans
- Create a personal professional development plan
- Formulate selling strategies
- Design a promotional plan

Career Outlook
After completing this certificate, you will be ready for your career as a:
- Marketing Research Assistant
- Promotion Assistant
- Marketing Management Assistant
- Sales Trainee

Curriculum

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<th>Course Title</th>
<th>Credits</th>
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<td>Marketing Principles</td>
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<td>10104104</td>
<td>Selling Principles</td>
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<td>10104125</td>
<td>Multi-Media Marketing</td>
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<td>10104126</td>
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<td>10104175</td>
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<td>10104193</td>
<td>Entrepreneurship</td>
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Select six credits from the following courses:
- 10104126 Sales Promotion/Imaging
- 10104110 Technological Applications in Marketing
- 10104180 Marketing Field Study
- 10104190 Retail Principles
- 10104192 Merchandise Management
- 10145101 Entrepreneurship

CERTIFICATE REQUIREMENTS
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- This course requires a prerequisite and/or corequisite, and must be completed with a grade of "C-" or better.

Course Descriptions

10104102 Marketing Principles - Credits: 3
This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

10104104 Selling Principles - Credits: 3
An introductory course designed to acquaint the student with the principles of selling and applications to the marketing of goods and services. Special emphasis is given to developing the selling process. Included are customer relations, sales psychology, steps to successful presentation, closing techniques, and sales motivation.

10104125 Multi-Media Marketing - Credits: 3
Multi-Media Marketing provides an overview of advertising and public relations efforts in today’s business environment. The course will explore what is done in advertising and the reasons why. Public relations activities and their effectiveness will be discussed using real-world examples. Additional topics of study include the social and economic aspects of promotion.

10104175 Marketing Research - Credits: 3
This course presents marketing information management as a means of solving marketing problems and making better marketing decisions. It focuses on the systematic gathering, analysis, and distribution of information to achieve that goal. Topics include problem definitions, planning studies, use of secondary data, questionnaire design and development, instrument administration, and data collection and interpretation. The use of current technology to gather and manage marketing information is emphasized throughout the course. Students will conduct an actual research study. PREREQUISITE: 10104102 Marketing Principles.

10104126 Sales Promotion/Imaging - Credits: 3
An overview of the field of sales/visual promotion designed to provide knowledge of the role sales promotion and visual merchandising play in marketing. Emphasis is placed on planning, execution, and evaluation of these promotional components. PREREQUISITE: 10104125 Multi-Media Marketing.

10104110 Technological Applications in Marketing - Credits: 3
This course is designed to expose the student to current and upcoming technologies impacting the field of marketing. PREREQUISITE: 10104129 Introduction to MS Office.

10104160 Marketing Management - Credits: 3
This course studies the established principles of management as they apply to the practice of marketing. Specifically, it considers the planning, organizing, directing, and controlling of the marketing function of a contemporary business. Applications of leadership principles, functions, and styles as they relate to marketing are also included. PREREQUISITE: Minimum of 12 credits of 104-level courses or equivalent business experience.

10104180 Marketing Field Study - Credits: 2
This course will allow the student to analyze what specific occupational field(s) they are best suited for. Included will be an in-depth self-analysis, simulated job application and interviews, a career research report, and several simulated occupational experiences. PREREQUISITE: Minimum of 12 credits of 104-level courses or equivalent business experience.

10104190 Retail Principles - Credits: 3
This introductory course studies the establishment and operation of the modern retail enterprise. Major topics considered include retail terminology, retail formats, segmentation and target markets, trading area analysis, store location, operations management, pricing, profitability, store image, and the future of retailing.

10104192 Merchandise Management - Credits: 3
This course covers the merchandise management strategies within a retail organization. The following areas will be discussed: Six-month plans, sales, stock, open-to-buy, vendor relations and negotiations, pricing, markdowns, profitability, assortment and merchandise planning, and reading and analyzing retail computer reports. PREREQUISITE: 10804123 Math with Business Applications or 10804125 Business Math A and 10804125B Business Math B and 10804125C Business Math C.

10145101 Entrepreneurship - Credits: 3
This course is designed to develop the planning, organizing, financing, and management functions needed to start a small business. Included are research methods and identification of the resources to create, develop, and implement solutions to problems. Students will also develop appropriate strategies to initiate or maintain a small business.