

MARKETING, CERTIFICATE (253)

About Our Program

The Marketing Certificate provides a foundation in general marketing practices and principles. Courses cover traditional marketing, as well as digital and social media marketing. Students will also gain an understanding of how marketing is interconnected with other areas of the business, in addition to general business skills, computer information systems, and principles of management. Skill development will come in many forms such as traditional classroom, alternative delivery methods and campus/community experiences.

This short-term certificate is designed for students looking to enter their first marketing-related position, as well as those already in the workforce who would benefit from additional skills in marketing.

Nature of Work and Employment

Completers of the Marketing Certificate will have obtained essential marketing-specific skills, including the “4 Ps” of marketing, consumer behavior, sales, and advertising. Students will be prepared to work in a variety of entry-level marketing-related positions in a variety of businesses, as well as operations and management positions requiring a marketing perspective.

The Marketing Certificate is designed to be completed on its own or as a stackable certificate on the way to a 2-year AAS degree.

Requirements

Code	Title	Hours
Required Courses		
BUSN 143	Fundamentals of Retailing	3
BUSN 243	Sales & Personal Communication	2
BUSN 244	Principles of Advertising	3
BUSN 246	Principles of Marketing ¹	3
INFT 180	Intro to Information Systems ¹	3

INFT or OFFT Electives	2
Select one of the following:	3
BUSN 121 Intro to Business ¹	
BUSN 124 Introduction to Small Business ¹	
Select one of the following:	3
BUSN 141 Business Communications ¹	
ENGL 121 Rhetoric and Composition I ¹	
COMM 101 Technical Communications ¹	
Total Hours	22

¹ Course has a prerequisite. See course description.

Program Outcomes

Students who complete this program of study will:

- Explain concepts related to the marketing mix of product, price, place, promotion, and the contribution of each to an organization, and how they are interconnected to each other and the various areas within the organization.
- Demonstrate knowledge of the marketing planning process and experience with data analysis for decision making purposes.
- Recognize the external forces which impact an organization's ability to execute a marketing plan.
- Apply marketing theory in solving practical marketing problems.
- Develop and execute practical marketing activities.
- Communicate effectively using written, oral, and digital communication channels for all business settings.
- Demonstrate knowledge of the digital technology tools used to support and execute marketing activities.

Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Dr. Matt Magee, Dean of Agriculture, Business & Technology
- Evan Talbert, Business Faculty
- Wes Bertram, Student Advisor