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# MARKETING AND E-COMMERCE CERTIFICATE

#### **Program Description**

The Marketing and E-Commerce Certificate offers a comprehensive curriculum designed to prepare students for careers in marketing, digital advertising, and e-commerce. Students will learn about marketing strategies, consumer behavior, digital marketing tools, and e-commerce platforms, gaining practical skills that are in demand in today's digital economy.

## **Program Learning Outcomes**

Upon completion of the Marketing and E-Commerce Certificate students will be able to:

- 1. Recall key marketing concepts, theories, and terminology.
- 2. Understand the role of marketing in business and its impact on consumer behavior.
- Apply marketing principles to develop and execute marketing campaigns.
- Analyze market trends, consumer data, and digital analytics to inform marketing strategies.

#### **Career Considerations**

The Marketing and E-Commerce Certificate supports students to pursue various career paths in marketing, digital advertising, and e-commerce. They may seek roles such as marketing coordinator, digital marketing specialist, e-commerce manager, or social media strategist. This certificate also provides a solid foundation for further education and professional certifications in marketing and e-commerce.

### **Program Course Requirements**

Course	Title	Credits
First Year		
Third Term		
BA 223	Principles of Marketing	3
	Credits	3
Second Year		
First Term		
BA 238	Professional Selling	3
BA 239	Advertising	3
	Credits	6
Second Term		
BA 207	Intro to E-Commerce	3
	Credits	3
Third Term		
BA 253	Social Media Marketing	3
	Credits	3
	Total Minimum Credits	15

#### **Advising Notes**

 This course path is designed for a Fall start and is fully embedded within the AAS in Business. Please see advisor to ensure you are following the correct path to meet your goals.