

CONSUMER MARKETING, CERTIFICATE

The **Consumer Marketing certificate** prepares students for customer service and consumer relations responsibilities.

For more information about Marketing, please visit the program page (<http://www.cod.edu/marketing/>).

Certificate Requirements

Field of Study Code: MARKE.CER.CONNS

Code	Title	Credits
Program Requirements		
MARKE 2225	Consumer Behavior	3
MARKE 2210	Principles of Marketing	3
Program Electives		
Select two of the following: ¹		6
BUSIN 1111	Customer Service	
MARKE 1100	Consumer Marketing	
MARKE 1150	Social Media Marketing	
MARKE 2220	Principles of Selling	
MARKE 2230	Principles of Retail	
MARKE 2240	Advertising	
Total Credits		12

¹ In addition to the courses listed above.