

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.