

MARKETING COMMUNICATIONS - ONE-YEAR CERTIFICATE OF COMPLETION (CC1)

Description

The Marketing Communications One-Year Certificate provides students skills to research target consumer preferences to create a branding strategy and promotional content for electronic and traditional marketing media channels. All coursework may be applied to the Associate of Applied Science in Business Administration.

Program Learning Outcomes

Upon successful completion of the program, students will be able to:

1. Apply effective written and verbal communication skills individually and in groups.
2. Apply analytical, technology, and reasoning skills relevant to the profession.
3. Apply appropriate ethical choices on both a professional and personal level.
4. Utilize market segmentation tactics and customer behavior principles to develop product, price, place, and promotion strategies.
5. Evaluate current advertising tools and online communication channel options as potential elements of a promotion strategy that reinforces a company's brand.

Entrance Requirements

Academic Entrance Requirements

Recommended:

- High School diploma or GED
- Completion of WR 065 Rhetoric and Critical Thinking II or higher or minimum placement Wr/Comm Level 7
- Completion of MTH 060 Beginning Algebra or higher or minimum placement Math Level 10
- Work experience providing an understanding of general business functions or completion of BA 101 Introduction to Business

Course Requirements

| Course | Title | Credits |
|---------------------|---|---------|
| Core Courses | | |
| BA 104 | Business Math | 3 |
| BA 178 | Customer Service | 3 |
| BA 214 | Business Communications | 3 |
| BA 223 | Marketing Principles I | 4 |
| BA 232 | Branding | 4 |
| BA 233 | Internet Marketing | 4 |
| or BA 239 | Advertising | |
| BA 237 | Marketing Research | 4 |
| BA 261 | Consumer Behavior | 4 |
| CIS 120 | Computer Concepts (or Computer Competency Test) | 0-4 |
| CIS 131 | Software Applications | 4 |
| CIS 178 | Internet in Depth | 4 |
| LIB 100 | Introduction to Finding Information | 1 |

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|----------------------|----------------------|--------------|
| WR 121 | Academic Composition | 4 |
| Total Credits | | 42-46 |

Advising Notes

Students should consult their advisor if they have transfer credits, are not able to attend full time, or are not at college level in reading, writing, and/or math.

The certificate is designed for students planning to enter their chosen career upon graduation. Often only selected credits are considered transferable to public or private baccalaureate institutions.

Performance Standards

- Academic Requirements:
 - Students must have a 2.0 cumulative GPA to earn a COCC certificate or degree.
 - All courses in the program must be completed with a grade of C or higher.
- Additional Requirements:
 - Academic dishonesty will not be tolerated and can result in the offending student being dropped from the program. Students wishing reinstatement must seek endorsement from the department chair after completing a progressive review.

Sample Plan

| First Year | | |
|----------------------|---|----------------|
| Fall | | Credits |
| BA 104 | Business Math | 3 |
| BA 223 | Marketing Principles I | 4 |
| CIS 120 | Computer Concepts (or Computer Competency Test) | 0-4 |
| LIB 100 | Introduction to Finding Information | 1 |
| WR 121 | Academic Composition | 4 |
| Credits | | 12-16 |
| Winter | | |
| BA 232 | Branding | 4 |
| BA 237 | Marketing Research | 4 |
| BA 261 | Consumer Behavior | 4 |
| CIS 178 | Internet in Depth | 4 |
| Credits | | 16 |
| Spring | | |
| BA 178 | Customer Service | 3 |
| BA 214 | Business Communications | 3 |
| BA 233 | Internet Marketing | 4 |
| or BA 239 | Advertising | |
| CIS 131 | Software Applications | 4 |
| Credits | | 14 |
| Total Credits | | 42-46 |