

MARKETING, CERTIFICATE

The Marketing Certificate program is designed to meet the needs of individuals who already hold a bachelor's degree in another area, either in business with a concentration in another field or outside of business, and who now wish to acquire marketing knowledge and competence. The certificate may be earned by regularly matriculated students who complete the following CSUDH courses, or show evidence of having done so elsewhere, with a grade point average of no less than 2.5. At least four of the six marketing curriculum courses must be taken at CSU Dominguez Hills.

Requirements

Marketing Certificate Prerequisites (12 units)

The following are the courses required for students without a Bachelor's degree in Business:

Code	Title	Hours
Lower Division Prerequisites		
CIS 270	Info Sys/Tech Fundamentals ¹	3
ECO 210	Economic Theory 1A Micro	3
Upper Division Prerequisites		
MKT 350	Principles Of Marketing	3
OMG 321	Business Statistics	3
Total Hours		12

¹ **Note:** Students who can demonstrate competence in computer application software usage, specifically word processing and spreadsheet software, will not be required to take CIS 270 Info Sys/Tech Fundamentals.

Marketing Certificate Requirements (18 units)

The following are the required courses for **all** students interested in the Certificate in Marketing, including those with a business degree in a non-marketing area:

Code	Title	Hours
MKT 355	Consumer Behavior	3
MKT 454	Marketing Research	3
MKT 459	Sem In Marketing Mgmt	3
Select three courses from the following:		9
MKT 351	Sales Mgt & Techniques	
MKT 352	Advertising and Promotion MGT.	
MKT 353	Retail Mktg Management	
MKT 358	International Marketing	
MKT 450	Internet Marketing	
MKT 452	Sports & Entertainment Mkt.	
MKT 495	Special Topics in Marketing ¹	
OMG 430	Enterprise Resource Planning and Supply Chain Management Cases	
Total Hours		18

¹ **Note:** May be taken twice with different topics.