



CERTIFICATE IN MARKETING

In addition to the requirements listed below, students are encouraged to take ACCT 101 (Survey of Accounting).

REQUIREMENTS (48-50 CREDITS)

†* BUS 107	Business Mathematics	5
* MNGT 130	Customer Relationship Management	5
	MNGT 182 Creative Sales	5
	MNGT 186 Professional Development	5
	MNGT 275 Intro to Visual Promotion	5
	MNGT 282 Marketing	5
	MNGT 293 Retailing and Merchandising	5
<i>Select One:</i>		5
BUS& 101	Introduction to Business	
BUS 245	Global Business: Intro & Essentials	
<i>Select one:</i>		3-5
** CIS 110	Intro to Micro Business Applications (3)	
** CIS 121	Intro to Computer Information Systems (5)	
<i>*Select one:</i>		5
† BUS 105	Business English I	
† ENGL& 101	English Composition I	
Total Credits Required		48-50

* Meets related instruction requirements for professional/technical programs

**Minimum of 35 wpm keyboarding required

†Prerequisite required

Notes:

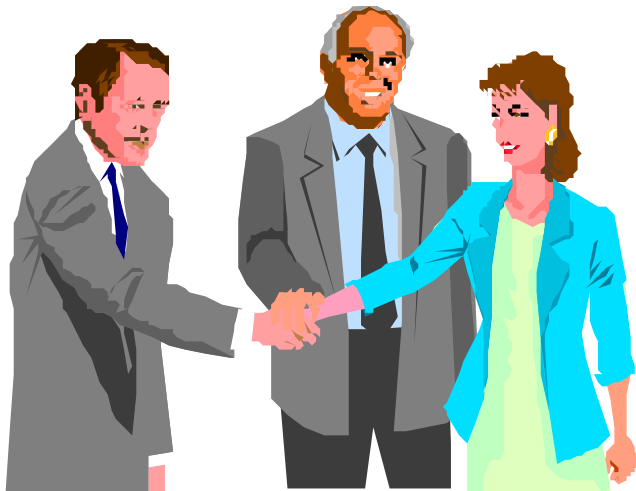
possibilities.
realized.

CERTIFICATE IN MARKETING

Marketing is an important part of the American system of product and service distribution and is a challenging and creative field. Customer service is the cornerstone of marketing: treat your customers well and they will come back. Learning customer service skills are vital to success in today's business environment.

Students planning to transfer to a four-year program should work closely with an advisor and complete AA requirements or the Business Direct Transfer degree.

**Sales Clerk
Customer Service
Representative
Market Representative
Claims Adjuster
Telesupport
Advertising Specialist**



Special funding may be available for unemployed workers and low-wage working parents. See your advisor or call (253) 964.6265.

Pierce College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability or age in its programs and activities.

Program Outcomes

- Demonstrate an understanding of what marketing is, what constitutes a marketing plan, and an understanding of the marketing concept.
- Write a vision statement that specifies the mission and objectives in marketing a chosen product.
- Conduct and document research findings to support the development of a marketing strategy. The research will consider such issues as demand, competition, environmental climate, resources, distribution factors, and political and legal constraints.
- Develop a written marketing plan, as a result of the research, that employs an effective marketing strategy.
- Describe, explain and illustrate the marketing strategy to the class in an oral presentation.
- Prepare a written critique of the marketing plan that identifies strengths as well as opportunities for improvement.

For More Information:

Dr. Paul Gerhardt
Program Coordinator, Ft. Steilacoom
(253) 964.6429
pgerhardt@pierce.ctc.edu

Linda Saarela
Faculty, Puyallup
(253) 840.8360
lsaarela@pierce.ctc.edu

Office of Professional/Technical Education
(253) 964.6645

Related Codes

Intent: **F or J**

Business: **Site = 245C**

This curriculum sheet was printed with funds from the Carl D. Perkins Act.
Fall 2011