

MARKETING AND E-COMMERCE CERTIFICATE

Program Description

The Marketing and E-Commerce Certificate offers a comprehensive curriculum designed to prepare students for careers in marketing, digital advertising, and e-commerce. Students will learn about marketing strategies, consumer behavior, digital marketing tools, and e-commerce platforms, gaining practical skills that are in demand in today's digital economy.

Program Learning Outcomes

Upon completion of the Marketing and E-Commerce Certificate students will be able to:

1. Recall key marketing concepts, theories, and terminology.
2. Understand the role of marketing in business and its impact on consumer behavior.
3. Apply marketing principles to develop and execute marketing campaigns.
4. Analyze market trends, consumer data, and digital analytics to inform marketing strategies.

Career Considerations

The Marketing and E-Commerce Certificate supports students to pursue various career paths in marketing, digital advertising, and e-commerce. They may seek roles such as marketing coordinator, digital marketing specialist, e-commerce manager, or social media strategist. This certificate also provides a solid foundation for further education and professional certifications in marketing and e-commerce.

Program Course Requirements

Course	Title	Credits
First Year		
Third Term		
BA 223	Principles of Marketing	3
Credits		3
Second Year		
First Term		
BA 238	Professional Selling	3
BA 239	Advertising	3
Credits		6
Second Term		
BA 207	Intro to E-Commerce	3
Credits		3
Third Term		
BA 253	Social Media Marketing	3
Credits		3
Total Minimum Credits		15

Advising Notes

- This course path is designed for a Fall start and is fully embedded within the AAS in Business. Please see advisor to ensure you are following the correct path to meet your goals.