

Marketing Certificate

18 Credits

Business Enrichment certificates may be completed by students working toward an AS or AAS in Business or as stand-alone certificates. This certificate provides individuals seeking immediate employment or career advancement in the field of Marketing with options to enhance their marketing communications skills in either customer facing or digital marketing communication. It provides foundational knowledge of the skills required to provide successful interactions in customer service and sales, or engagement and marketing in the growing digital environment.

Required Courses – 9 Credits

BUSN 1201	Information Technology Concepts and Business Software 1	3 cr
BUSN 2155	Legal Environment of Business	3 cr
BUSN 2400	Principles of Marketing	3 cr

Electives - 9 credits

Choose 3 of the following 4 courses:

BUSN 1102	Social Media Marketing	3 cr
BUSN 1210	Exceptional Customer Service	3 cr
BUSN 2252	Professional Selling	3 cr
BUSN 2420	Digital Marketing	3 cr

Other Certificate Requirements

- Earn a minimum cumulative grade point average (GPA) of 2.0 for college-level coursework (courses numbered 1000 and above) completed at Normandale.
- Earn at least one third of the required certificate credits from Normandale.