

Certificate of Achievement

—Marketing Management

This certificate is designed to provide opportunities for careers in the distribution of goods and/or services. Students can combine a community college education with supervised on-the-job training. Students who select this program will find opportunities in advertising, marketing, sales, and as management trainees. Additional experience and training may lead to positions such as store manager, sales manager, advertising, ad display manager and/or business owner.

You must

- take the **General Requirement** Course below;
- complete required courses from **Occupational Specialty Courses and Related Requirement Courses** below;
- and complete **electives** (choose from the list beginning on page 23) for the required 30 credit hours.

To receive the Certificate of Achievement, you must complete a minimum of 30 credit hours, with at least 20 of the last 25 credits from Mott, and with a cumulative grade point average of at least 2.0. Credit hours (cr) and contact hours (ct) are not necessarily the same.

General Requirement Course

ENGL 101	English Composition 101*, <i>Video, Online</i>	3 cr, 3 ct
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Occupational Specialty Courses

BUSN 108	Business Sales*, <i>Video</i>	3 cr, 3 ct
BUSN 253	Advertising, <i>Video</i>	3 cr, 3 ct
BUSN 255	Principles of Marketing*, <i>Video</i>	3 cr, 3 ct
MGMT 181	Principles of Management*, <i>Video</i>	3 cr, 3 ct
MGMT 183	Small Business Management*, <i>Video (WAC)</i>	3 cr, 3 ct
MKT. 151	Retail Management, <i>Online</i>	3 cr, 3 ct

Related Requirement Courses

BUSN 104	Introduction to Business*, <i>Video</i>	3 cr, 3 ct
BUSN 106	Business Math, <i>Multimedia</i>	3 cr, 3 ct
BUSN 251	Business Law*, <i>Video</i>	3 cr, 3 ct

See Course Schedule for pre/corequisite(s) for courses

*Visits to Flint Main Campus are required

**Requires student access to specific equipment (camcorder, computer software or other technical equipment). See schedule booklet or call for information.

↑ Course under development or is being considered for development