

# Marketing Certificate

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## Marketing Certificate Requirements

### 18 credits

Code	Title	Hours
STAT 2040	Business Statistics (Prerequisite: ISA 2010 and GE MATH)	3
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 3450	Consumer Behavior	3
MKTG 3500	Digital Marketing	3
MKTG 4100	Marketing Research	3
MKTG 4800	Marketing Strategy	3

## Completion Requirements

1. Grade C- or higher in each required discipline course.
2. GPA 2.5 or higher in required discipline courses.