

Requirements 2011-2012

Courses may be subject to prerequisites and minimum grade requirements.

Check online at bellevuecollege.edu/catalog/courses.

| Course | Course Title | Credits |
|---|---|-----------|
| BTS 109 | Business Communications..... | 5 |
| BTS 161 | Business Software Essentials..... | 5 |
| BUS& 101 | Introduction to Business..... | 5 |
| BUS 145 | Business Mathematics..... | 5 |
| CMST& 220 | Public Speaking..... | 5 |
| MKTG 110 | Client Customer Relations..... | 5 |
| MKTG 131 | Principles of Professional Selling..... | 5 |
| MKTG 154 | Principles of Marketing..... | 5 |
| MKTG 234 | Advertising..... | 5 |
| Choose 5 credits from the following: | | 5 |
| BUS 120 | Organizational Behavior (5 Cr) | |
| BUS 250 | Entrepreneurship (5 Cr) | |
| MKTG 200 | International Marketing (5 Cr) | |
| GRAND TOTAL | | 50 |

Program Contact Info: bellevuecollege.edu/programs/az/ **Marketing Management**

Use Degree Audit to track your progress toward completion of this certificate at bellevuecollege.edu/degreeaudit

Please refer to bellevuecollege.edu/programs/degrees/ for latest certificate updates and further information.

**All coursework applied to this certificate must be approved by program chair.
Submit completed form to Enrollment Services when applying for graduation.**

Related Instruction for BC Certificate of Achievement: Programs of study which are an academic year or more in length for which certificates are granted contain a recognizable body of instruction in program-related areas of 1) communication, 2) computation 3) human relations. Instruction may be either embedded within the program curriculum or taught in blocks of specialized instruction. Additional topics which are covered as appropriate include safety, industrial safety, and environment awareness.

Student Name: _____

SID: _____

| Program Requirements Courses may be subject to minimum grade requirements and prerequisites | | | Approved Substitution/Transfer Credit | | | | | |
|---|------------------------------------|-----------|---------------------------------------|--------|----|-------|-----|----|
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| TOTAL: | | 50 | | | | | | |

Exceptions to degree or certificate requirements and graduation information: <http://bellevuecollege.edu/enrollment/graduation/>

Completed form must be submitted to the Evaluations/Graduation Office when applying for graduation.

Program Chair: _____ Date: _____