



## **Division of Business and Professional Studies**

### **Certificate in Marketing**

Successful graduates of the program will be able to:

1. Describe the principles of marketing strategy and the marketing mix, as well as their foundation in the social sciences, both in writing and verbally.
2. Explain how business ethics impacts marketing.
3. Interpret and display the professional behavior and communication skills needed to thrive in a multicultural environment.
4. Analyze and integrate the body of marketing and general business knowledge using critical thinking and analysis, problem solving, and organization and presentation of complex data.
5. Devise marketing plans, campaigns and strategies applicable to various niches areas of marketing and for different industries.