

EXPERIENTIAL AND SPORTS MARKETING CERTIFICATE REQUIREMENTS

| Code | Title | Units |
|---|---------------------------------------|-----------|
| Certificate Requirements - 12 units ¹ | | |
| MARKETNG 211 | PRINCIPLES OF MARKETING | 3 |
| MARKETNG 370 | EXPERIENTIAL MARKETING | 3 |
| MARKETNG 371 | SPORTS MARKETING | 3 |
| Select 3 units: | | 3 |
| MARKETNG 212 | PRINCIPLES OF SELLING | |
| MARKETNG 372 | SERVICES MARKETING | |
| MARKETNG 351 | INTRODUCTION TO DIGITAL MARKETING | |
| MARKETNG 352 | SOCIAL MEDIA AND CONTENT MARKETING | |
| MARKETNG 420 | CONSUMER BEHAVIOR | |
| MARKETNG 493 | INTERNSHIP IN MARKETING | |
| MARKETNG 498 | INDEPENDENT STUDY IN MARKETING | |
| Total Units | | 12 |

¹ Minimum 2.00 GPA in the certificate required for graduation. Maximum of 2 transfer courses allowed; no more than 50% of the certificate may be fulfilled using transfer courses.