

MARKETING, BUSINESS MANAGEMENT CERTIFICATE

Award: Certificate in Business Management

No. of credits required: 24

For more information: Contact Assistant Professor Miriam Huddleston, 443-412-2426, mhuddleston@harford.edu; or Admissions, 443-412-2109.

Program Description

Employment opportunities in the marketing field include professional selling, retail sales and management, advertising, public relations and marketing management. According to the *Occupational Outlook Handbook*, employment in the field of advertising, marketing, promotions, public relations, and sales managers is expected to grow 10% and add nearly 24,000 jobs through 2026.

Entry level position availability in the field is promising as major retailers are slated to provide the county with more than 1,000 new jobs. Minimum standards and employment competition are higher for supervisory positions in marketing.

Program Goals

Upon successful completion of this certificate program of study students will be able to:

1. Examine different types of marketing mix components used in businesses and organizations.
2. Identify trends in the market place and identify opportunities for creating value for customers through marketing strategies.
3. Use information technology applications to develop business solutions related to marketing.
4. Demonstrate marketing problem-solving skills in business decision making.
5. Prepare for Associate of Applied Sciences (A.A.S.) degree in Business Management.

Employment Information

Employment opportunities in the marketing field include professional selling, retail sales and management, advertising, public relations and marketing management. According to the *Occupational Outlook Handbook, 2016-2017 Edition*, employment in the field of advertising, marketing, promotions, public relations, and sales managers is expected to grow 19% and add over 92,300 jobs through 2024.

Entry level position availability in the field is promising as major retailers are slated to provide the county with more than 1,000 new jobs. Minimum standards and employment competition are higher for supervisory positions in marketing.

Certificate Requirements

Students earning a certificate from HCC must complete or demonstrate exemption from the following courses: ENG 003 Reading and Understanding College Textbooks and ENG 012 Basic Writing, or ENG 018 Integrated Reading and Writing, and MATH 020 Pre-Algebra I. See graduation requirement details in this catalog for further information.

Required Courses

Code	Title	Credits
BA 101	Introduction to Business (GI)	3
BA 103	Public Relations	3
BA 104	Advertising and Sales Promotion	3
BA 105	Professional Selling	3
BA 203	Principles of Marketing	3
BA 205	Business Law	3
BA 210	Business Computer Applications	3
BA 245	Contemporary Issues in Business	3
Total Credits		24

General Education Degree Requirements

Note: The following codes identify courses which satisfy the General Education Degree Requirements:

- Behavioral/Social Science (GB)
- English Composition (GE)
- Arts/Humanities (GH)
- Interdisciplinary and Emerging Issues (GI)
- Biological/Physical Laboratory Science (GL)
- Mathematics (GM)
- Biological/Physical Science (GS)