

MARKETING, BUSINESS MANAGEMENT CERTIFICATE

Award: Certificate in Business Management

No. of credits required: 24

For more information: Contact Business & Applied Technology at bat@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. 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*, employment in the field of advertising, marketing, promotions, public relations, and sales managers is expected to grow 6% and add over 24,200 jobs through 2029.

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Certificate Requirements

In order to earn a certificate from Harford Community College, students must demonstrate basic competencies in English, reading, and mathematics by completing: ENG 018 Integrated Reading and Writing, MATH 020 Pre-Algebra I, and/or a qualifying exam must be passed.

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 (GAH)
 Interdisciplinary and Emerging Issues (GI)
 Biological/Physical Laboratory Science (GL)
 Mathematics (GM)
 Biological/Physical Science (GS)