

Business-to-Business Marketing • Certificate

Why Choose a Business to Business Marketing Certificate?

If you choose the business-to-business marketing certificate, you will be exposed to current theory and practice in the marketing of products and services from one business to another, including:

- Integration of the principles of general marketing and professional selling with proven business-to-business marketing methods
- Understanding and application of concepts related to industrial marketing, business-to-business advertising and e-commerce
- Demonstration of mastery of class concepts through real world projects with business-to-business clients

You will perfect skills that will serve you well in the fast-growing world of business-to-business marketing. This certificate is designed to enhance the knowledge and marketability of students with majors in technology, business and communication.

This program is also offered in an online format.

Admission Requirements

Any person who is admitted to the University is welcome to seek the attainment of this certificate. You must provide evidence of graduation from high school with a 2.35 grade point average.

Graduation Requirements

You will receive the Direct Marketing Certificate after completion of the requirements with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

Required Courses

	Credit Hours
MKTG 231 Professional Selling	3
MKTG 321 Principles of Marketing	3
Electives (choose 2)	
AIMC 375	3
ECOM 375 Bus to Bus E-Commerce MKTG	3
MKTG 410 Industrial Marketing	3
Minimum credit hours required	12



More information

Marketing Department
119 South Street/BUS 212
Big Rapids, MI 49307-2284
Phone: 231-591-2426
E-mail: MKTG@ferris.edu

The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)
http://www.acbsp.org/p/st/ld/&sid=s1_001

FERRIS STATE UNIVERSITY

C O L L E G E O F B U S I N E S S