

Marketing • Certificate

Why Choose a Marketing Certificate?

If you have a desire to manage organizational activities which service customers and build relationships, this certificate will provide you skills in the following:

- Oral and written communication
- Solving customer-based problems
- Developing, implementing and controlling marketing activities, programs and plans

You will be exposed to a highly relevant set of concepts that will serve you, not just in marketing, but in any career field in which you become a manager or leader and must influence others in order to accomplish the tasks they face in their own job positions.

Admission Requirements

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

Graduation Requirements

You will receive the Marketing Certificate after completion of the requirements for the certificate with a minimum 2.0 grade point average in the Marketing Certificate courses.

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

Required Courses

	Credit Hours
MKTG 321 Principles of Marketing	3
MKTG 322 Consumer Behavior	3
MKTG 425 Marketing Research	3
MKTG 476 Marketing Strategy	3
Minimum credit hours required for marketing certificate:	12



More Information

Marketing Department
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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

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