

**BUSINESS ADMINISTRATION: ADVERTISING AND DIGITAL MEDIA
Certificate**

PROGRAM PLANNING GUIDE

Course Number		Course Title	Class	Hours Per Week		Credit
				Lab	Work/ Clinical	
<u>FIRST SEMESTER</u>						
MKT	120	Principles of Marketing	3	0	0	3
MKT	220	Advertising & Sales Promotion	3	0	0	3
<u>SECOND SEMESTER</u>						
MKT	228	Service Marketing	3	0	0	3
MKT	232	Social Media Marketing	3	2	0	4

TOTAL COMPLETION REQUIREMENT 13 SEMESTER CREDIT HOURS

