



2024\*FA\*C25120MM

**BUSINESS ADMINISTRATION:  
MARKETING AND SALES  
Certificate**

**PROGRAM PLANNING GUIDE**

Course Number		Course Title	Class	Hours Per Week		Credit
				Lab	Work/ Clinical	
<b><u>FIRST SEMESTER</u></b>						
MKT	120	Principles of Marketing	3	0	0	3
MKT	232	Social Media Marketing	2	2	0	3
<b><u>SECOND SEMESTER</u></b>						
MKT	220	Advertising & Sales Promotion	3	0	0	3
MKT	123	Fundamentals of Selling	3	0	0	3

**TOTAL COMPLETION REQUIREMENT 12 SEMESTER CREDIT HOURS**