

# MARKETING CERTIFICATE

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Code	Title	Semester Hours
BUS 660	Marketing Management	3
Select 3 of the following:		9
BUS 561	Seminar in Consumer Behavior	
BUS 562	New Product Management	
BUS 563	Marketing Channels/Distribution	
BUS 564	Marketing Intelligence	
BUS 565I	Internet Marketing	
BUS 566	International Marketing Management	
BUS 567	The Management & Marketing of Services	
BUS 568	Marketing Communications	
<b>Total Semester Hours</b>		<b>12</b>

Note: BUS 660 Marketing Management is a prerequisite to all Marketing elective courses.