

# Marketing

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## Requirements

### Certificate in Marketing

The undergraduate **Certificate in Marketing** is earned by completing five courses (13 credit units total), including four core courses and one additional course to be selected from a short list.

**Required Courses:** 10 units

Code	Title	Units
Bus 270	Marketing Concepts	3
Comm 305	Market Research and Communications Strategies	3
Comm 3451	Effective Editing	3
Comm 3090	Social Media for Public Relations	1
<b>Total Units</b>		<b>10</b>

**Choose one from the following:**

Code	Title	Units
Art 109	Design Concepts	3
Comm 308	Making the Cut: Editing Digital Video	3
JRN 327	Audio Storytelling: From Podcasts to Newscasts	3
	Any Creative Writing course from the U11 English Composition department	3