



MARKETING OPERATIONS, TECHNICAL CERTIFICATE

Program Code: 6240

Career Pathway: Business

Program Entrance Requirements: HS Diploma or GED.

Program Description: The purpose of this program is to prepare students for employment as advertising and display specialists, marketing, advertising, and public relations managers, public relations specialists, or to provide supplemental training for persons previously or currently employed in these occupations. The content should include, but not be limited to, the advertising and displaying of merchandise and managing this function.

Course	Title	Credits
GEB1011	INTRODUCTION TO BUSINESS	3
GE Course	General Education Speech	3
MAR1011	PRINCIPLES OF MARKETING FOR THE 21ST CENTURY	3
GEB2112	ENTREPRENEURSHIP	3
Elective	Elective Course	3
ECO2013	PRINCIPLES OF MACROECONOMICS	3
MKA2042	RETAILING	3
MKA1930	SEMINAR I: MARKETING IN PERSPECTIVE	3
MKA1021	SALESMANSHIP	3
MKA1511	ADVERTISING: TRADITIONAL AND NEW MEDIA	3
Total Credits		30

Program Electives

Course	Title	Credits
BUL2241	BUSINESS LAW I	3
BUL2242	BUSINESS LAW II	3
ECO2023	PRINCIPLES OF MICROECONOMICS	3
FIN2100	PERSONAL FINANCE	3
FIN2051	FINANCE OF INTERNATIONAL TRADE	3
GEB2430	BUSINESS ETHICS	1
GEB2520C	DATA VISUALIZATION FOR BUSINESS DECISIONS	3
GEB2949	CO OP WORK EXPERIENCE	3
MAN2604	INTERNATIONAL BUSINESS ENVIRONMENT	3
MAR2141	INTERNATIONAL MARKETING	3
MAR2644C	DATA BASED MARKETING	3
MAC1105C	COREQUISITE COLLEGE ALGEBRA	5
MKA2931	SEMINAR II: RESEARCH IN MARKETING	3
MKA2932	SEMINAR III: MARKETING MANAGEMENT	3
QMB1001	BUSINESS MATHEMATICS	3
QMB2100	QUANTITATIVE METHODS IN BUSINESS	3
ISM2200C	APPLIED BUSINESS ANALYTICS	3
MAC2233	CALCULUS FOR BUSINESS, SOCIAL AND LIFE SCIENCES	3
OST1330	BUSINESS ENGLISH	1

Students are strongly encouraged to meet with an advisor (<https://students.broward.edu/resources/advising/>) to create a personalized educational plan.