
BUSINESS MARKETING AND SALES CERTIFICATE

PROGRAM OVERVIEW

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This certificate program is designed for persons who desire a concentrated program in Marketing and Sales and who do not intend to transfer to a four-year institution. The program will acquaint students with the fundamentals of business while focusing on skill-development in personal selling techniques, advertising, web page development, and other areas. It is especially suitable for those people currently employed in Marketing and Sales who seek to widen their opportunities for advancement. All credits are transferable to an associate degree program if the student wishes to pursue further studies. This is a career program and is designed to enable students to seek employment at the program's completion. Students planning to transfer should consult with their advisor or the Advising Center staff regarding specific program and course transfer issues.

Successful completion of this program qualifies a student to apply for a Certificate in Business Marketing and Sales.

PROGRAM PATH

BUSINESS MARKETING AND SALES

ONE-YEAR CAREER PROGRAM

PREPARATION FOR EMPLOYMENT

FIRST SEMESTER

	<u>Credit Hours</u>
Business Administration 101 (Introduction to Business)	3
Business Administration 206 (Entrepreneurship)	3
Computer Technology 101 (Computer Literacy)	3
English 101 (English Composition I)	3
Speech 101 (Speech Communication)	3
Total:	15

SECOND SEMESTER

Business Administration 104 (Sales and Customer Service)	3
Business Administration 213 (Principles of Management)	3
Business Administration 216 (Principles of Marketing)	3
Computer Technology 191 (Web Page Development)	3
Multimedia Technology 207 (Graphics)	3
Total:	15
Total Credit Hours:	30

NOTE: All courses specifically identified by course number are graduation requirements for this program.

