

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
BUS& 101	Introduction to Business	5						
ENGL& 101	English Composition I	5						
MATH& 107	Math in Society or higher	5						
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
MKTG 131	Principles of Professional Selling	5						
MKTG 242	Social Media Strategy	5						
MKTG 255	Relationship Marketing	5						
<i>Choose one course from the following:</i>		5						
CMST& 220	Public Speaking (5 Cr)							
MKTG 290	Marketing Activities in DECA (5 Cr)							
TOTAL		45						

The Promotional Marketing Certificate of Achievement provides students with an introduction to the field of marketing, with an emphasis on promotional marketing disciplines. Courses in sales, social media strategy, and relationship marketing offer students hands-on experience that match employer needs. This certificate also aligns with both the Digital Marketing and Marketing Management associate degrees for students who want to continue with further learning.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Establish business and marketing objectives
- Translate objectives into integrated marketing strategies that lean heavily on promotional marketing platforms
- Demonstrate an ability to work in teams and with diverse groups in developing marketing campaigns
- Optimize campaigns based on data inputs and research efforts
- Utilize marketing efforts to establish future product innovation and extensions

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/mktg/#promomarketing

GAINFUL EMPLOYMENT DISCLOSURE

For details about our graduation rates, the median debt of students who completed the program, and other important information, please visit www.bellevuecollege.edu/legal/publicdisclosure

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