



# OFFICIAL CERTIFICATE COMPLETION FORM

5060 - BUSINESS CERTIFICATE - PROMOTIONS MANAGEMENT

## Courses offered for - (30) hour certificate

### Required Classes - 21 Credit Hours (7 Courses):

- ACCT 2103 Financial Accounting OR
- ACCT 2003 Financial & Managerial Accounting for Non-Business Majors
- MCOM 3343 Digital Publishing OR
- MCOM 3843 Advertising Copy & Layout
- MCOM 3893 Public Relations
- MCOM 4813 Public Relations Writing
- MGMT 3013 Principles of Management
- MKTG 3313 Principles of Marketing
- MKTG 3423 Integrated Marketing Communications

### Elective Classes - Must Complete 9 Credit Hours (3 Courses):

- BUCOM 3133 Business Communications and Report Writing
- COMM 1113 Fundamentals of Human Communication
- COMM 2253 Communications In the Workplace
- MCOM 3343 Digital Publishing
- MCOM 3843 Advertising Copy & Layout
- MGMT 3043 Human Resources Management
- MGMT 4623 Leadership
- MKTG 3333 Digital Marketing
- MKTG 3813 Professional Selling
- MKTG 4414 Marketing Research
- MKTG 4623 Marketing Analysis