



## Marketing Certificate Request Form

Name: \_\_\_\_\_ CIN: \_\_\_\_\_  
(Last) (First) (M.I.)

Address: \_\_\_\_\_  
(Street) (City) (State) (Zip Code)

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Major: \_\_\_\_\_

### Requirements for the Certificate (18 units)

*Indicate the courses completed and grades obtained.*

<b>Required Courses (12 units)</b>		<b>Semester / Year</b>	<b>Grade</b>
MKT 3100	Principles of Marketing (3)		
MKT 3400	Consumer Behavior (3)		
MKT 4460 or MKT 4461	Marketing Research – Quantitative (3) or Marketing Research – Qualitative (3)		
MKT 3210	Personal Selling (3)		

<b>Elective Courses (6 units)</b>		<b>Semester / Year</b>	<b>Grade</b>
Select two courses with adviser approval from the following:			
MKT 3200	High Performance Professional Skills (3)		
MKT 3300	Services Marketing (3)		
MKT 3310	Nonprofit Marketing (3)		
MKT 3500	Global Business (3)		
MKT 3600	Principles of Retailing (3)		
MKT 3800	Introduction to Social Media Marketing (3)		
MKT 3810	The Syntax of Social Media (3)		
MKT 3950	Community Based Social Marketing (3)		
MKT 4300	Marketing in a New Business (3)		
MKT 4310	Business Consulting (3)		

MKT 4320	Sustainability Marketing (3)		
MKT 4330	Entertainment Marketing (3)		
MKT 4400	New Product Development (3)		
MKT 4410	Principles of Integrated Marketing Communications (3)		
MKT 4420	Brand Strategy (3)		
MKT 4430	Direct Marketing (3)		
MKT 4449	Marketing Strategy (3)		
MKT 4454	Special Topics in Marketing (3)		
MKT 4500	International Marketing (3)		
MKT 4510	Intercultural Business Communication (3)		
MKT 4520	Import-Export (3)		
MKT 4530	Global Transportation and Logistics (3)		
MKT 4600	Retail Buying and Merchandising (3)		
MKT 4610	Digital Marketing and E-commerce (3)		
MKT 4710	Pricing (3)		
MKT 4800	Search Engine Marketing and Web Analytics (3)		
MKT 4810	Mobile Marketing Strategy and App Development (3)		
MKT 4820	Social Media Marketing Strategy (3)		
MKT 4830	Social Media and Entrepreneurship (3)		

---

Marketing Department Chair Signature

---

Date

Submit 1) **Certificate Request Form**, 2) paid **Certificate Program Application**, and  
3) **Unofficial Transcripts** covering all courses listed above to the Staff Support Center, ST F517  
during the term you plan to complete the final requirements.

Upon completion, your certificate will be mailed to the address you specified on your application.