

MANAGEMENT/MARKETING, BASIC CERTIFICATE



College(s): DA*, HW*, KK*, OH*, TR*, WR*

Program Code: 0023

**Beginning Summer 2016, this program is no longer accepting new students at DA, HW, KK, MX, OH, or WR. Please refer to CCC's other Business offerings.*

Program Requirements

| Code | Title | Hours |
|--|--|-----------|
| Required Program Core | | |
| BUSINES 111 | Introduction To Business | 3 |
| Select one of the following: | | 3 |
| BUSINES 141 | Business Mathematics | |
| MATH 118 | General Education Math (or higher Mathematics) | |
| Select a minimum of 9 credit hours of the following: | | 9 |
| BUSINES 231 | Marketing | |
| BUSINES 236 | Advertising | |
| BUSINES 237 | Selling | |
| BUSINES 258 | Small Business | |
| BUSINES 269 | Principles Of Management | |
| Select one of the following: | | 3 |
| ENGLISH 101 | Composition | |
| SPEECH 101 | Fundamentals Of Speech Communication | |
| SPEECH 160 | Business & Professional Speech | |
| Total Hours | | 18 |