

Plan of Study

Business Programs

Electronic Marketing Certificate

**BUSINESS AND ENGINEERING
TECHNOLOGIES DIVISION**
Effective Autumn Semester 2016

Name _____
Student # _____
Date Entered _____
Advisor _____

FIRST SEMESTER		G/T/B	CR	
MKTG 2200	Digital Marketing	T	3	
MKTG 2290	Business-to-Business Marketing	T	3	
MKTG 2360	Direct & Database Marketing	T	3	
IMM 1120	Fundamentals of Interactive Media	T	4	
TOTAL			13	

SECOND SEMESTER		G/T/B	CR	

THIRD SEMESTER		G/T/B	CR	

FOURTH SEMESTER		G/T/B	CR	

CERTIFICATE REQUIREMENTS	
TOTAL CERTIFICATE CREDIT HOURS	13