

# MARKETING

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The certificates and degree in this area are designed to provide students with the basic skills necessary to work for a variety of organizations that focus on the distribution of customer goods and services. Graduates of these specialized certificates have found the acquired skills very valuable in all types of business and non-profit organizations, domestic as well as international.

Students must complete all specifically listed courses in Major Area Requirements with a minimum grade of "C" or better in order to successfully complete the program and earn the award.

Consult with a business academic advisor for recommended course, program listing.

- Marketing (CP)(Plan Code: SALMAC45) (<https://catalog.clark.edu/academic-plans/marketing/marketing-cp/>)
- Marketing (AAS)(Plan Code: SALMAAPT) (<https://catalog.clark.edu/academic-plans/marketing/marketing-aas/>)