

Certificate in Marketing

(12 hours)

Certificate programs in the Department of Applied Business Studies require 12 credit hours and are composed of courses specific to an area of study. To obtain a Certificate in Marketing, students must complete the courses outlined below, and submit the “Intent to Complete a Certificate” form on the right side of the page to the Department of Applied Business Studies.

Required Course:

MKT 301 Marketing Principles

Choose three of the following:

- MKT 302 Strategic Selling
- MKT 400 Internship
- MKT 402 Sales Management
- MKT 403 Retail Management
- MKT 601 Consumer Behavior
- MKT 602 Integrated Marketing Communication
- MKT 603 Customer Service and Relationship Management
- MKT 604 Marketing Research
- MKT 606 International Marketing
- MKT 607 Business-to-Business Marketing
- MKT 608 Database Marketing
- MKT 609 Strategic Electronic Marketing
- MKT 610 Social Media Marketing
- MKT 611 Social Media Marketing Content and Analysis

No grade lower than a “C” is acceptable for the classes taken. All courses applied toward the certificate must be taken for credit, and cannot be counted toward more than one certificate.

Upon completion of certificate requirements, you should receive your certificate in the mail approximately 2-4 weeks from the date of approval.

FORT HAYS STATE UNIVERSITY DEPARTMENT OF APPLIED BUSINESS STUDIES

Intent to Complete a Certificate in Marketing

Student _____
(Last Name) (First Name) (Middle Name)

Student ID# _____ Phone Number _____

Major _____ E-Mail _____

List the address the certificate should be mailed to:

(Street Address) (Apt. #)

(City) (State) (Zip Code)

Please indicate the semester, year, and grade for each of the following classes you completed:

Semester	Year	Grade	
_____	_____	_____	MKT 301 Marketing Principles
_____	_____	_____	Additional Course: _____
_____	_____	_____	Additional Course: _____
_____	_____	_____	Additional Course: _____

Student Signature _____

Certificate Approval _____
(Department Chair Signature) (Date)