

<b>STUDENT NAME</b>		<b>SID #</b>	
<b>PROGRAM CHAIR</b>		<b>DATE</b>	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
<b>CORE COURSEWORK</b>								
<b>BUS&amp; 101</b>	Introduction to Business	<b>5</b>						
<b>ENGL&amp; 101</b>	English Composition I	<b>5</b>						
<b>MATH&amp; 107</b>	Math in Society or higher	<b>5</b>						
<b>MKTG 101</b>	Introduction to Marketing	<b>5</b>						
<b>MKTG 102</b>	Intro to Digital Marketing Platforms	<b>5</b>						
<b>MKTG 131</b>	Principles of Professional Selling	<b>5</b>						
<b>MKTG 242</b>	Social Media Strategy	<b>5</b>						
<b>MKTG 255</b>	Relationship Marketing	<b>5</b>						
<i>Choose one course from the following:</i>		<b>5</b>						
<b>CMST&amp; 220</b>	Public Speaking (5 Cr)							
<b>MKTG 290</b>	DECA Practicum (5 Cr)							
<b>TOTAL</b>		<b>45</b>						

The Promotional Marketing Certificate of Achievement provides students with an introduction to the field of marketing, with an emphasis on promotional marketing disciplines. Courses in sales, social media strategy, and relationship marketing offer students hands-on experience that match employer needs. This certificate also aligns with both the Digital Marketing and Marketing Management associate degrees for students who want to continue with further learning.

### LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Establish business and marketing objectives
- Translate objectives into integrated marketing strategies that lean heavily on promotional marketing platforms
- Demonstrate an ability to work in teams and with diverse groups in developing marketing campaigns
- Optimize campaigns based on data inputs and research efforts
- Utilize marketing efforts to establish future product innovation and extensions

### FOR MOST UP-TO-DATE INFORMATION, GO TO:

[www.bellevuecollege.edu/programs/degrees/proftech/mktg/#promomarketing](http://www.bellevuecollege.edu/programs/degrees/proftech/mktg/#promomarketing)

### GAINFUL EMPLOYMENT DISCLOSURE

For details about our graduation rates, the median debt of students who completed the program, and other important information, please visit [www.bellevuecollege.edu/legal/publicdisclosure](http://www.bellevuecollege.edu/legal/publicdisclosure)

### NOTES

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