

ASNUNTUCK COMMUNITY COLLEGE

Marketing Requirements* - Certificate

Student Name: _____ Student ID#: _____

Offered <i>F all</i> , <i>S pring</i> , <i>S u mmer</i> , or <i>W inter</i>	Semester/ Year Plan to Take	Course #	Course Title	Credits	Semester/Year Completed/ Transferred in	Grade
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Requirements:

F, Sp, Su		+ENG* 101	Composition Minimum "C" grade required	3		
F, Sp, Su, W		BMG* 202	Principles of Management	3		
F, Sp, Su		+BMK* 201	Principles of Marketing	3		
See catalog			Select two BMK* courses (at least 6 credits)	3		
See catalog				3		
See catalog			One additional course (3 credit minimum) from BBG*, BES*, BFN*, BMG*, or CSA*	3		
See catalog			One ACC* course (3 credit minimum)	3-4		

Total Credits Required: 21

Reviewed by: _____ Date: _____

Program Information

Outcomes: This certificate is designed to provide a focus on the marketing process as a strategic decision-making skill.

Employment Information: The program will enhance career opportunities for those currently employed in marketing related positions or those seeking such positions who lack the necessary marketing concepts to make appropriate marketing decisions.

Graduation Information: A cumulative 2.0 GPA is required to graduate. All courses for degree credit must be numbered 100 or above. Students must complete and submit a Graduation Application to the Registrar's Office in order to graduate. *Graduation Application deadlines:* December graduation - December 1st, May graduation - March 31st, August graduation - August 1st.

***Becoming Connecticut State Community College:** A merger of Connecticut's 12 community colleges is underway. As a part of this merger, modifications will be made to academic programs. Students who do not complete their programs by the end of the Spring 2023 term will be matched with the Connecticut State Community College (CT State) program that most closely aligns with the student's Spring 2023 program and is offered at the current Asnuntuck Community College location. The College is committed to students completing their education with a minimum of disruption. Further details can be found and will be updated on the Frequently Asked Questions page: www.ct.edu/ctstate/academics.

Contact Information

Please contact Samuel Irizarry for more information at 860.253.3077 or sirizarry@asnuntuck.edu

Notice of Non-discrimination: Asnuntuck Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, political belief, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record. The following individuals have been designated to handle inquiries regarding the non-discrimination policies: Yhara Zelinka, Title IX Coordinator yzelinka@asnuntuck.edu (860) 253-3092 and Deborah Kosior, 504/ADA Coordinator, AS-DisabilityServices@asnuntuck.edu (860) 253-3005, Asnuntuck Community College, 170 Elm Street, Enfield, CT 06082.

+Prerequisite required

*Common Course Number

8/11/2020