



Marketing Certificate

(46 Quarter Credits)

2018-2019

Program Prerequisites:

- MTH 20 Basic Math (4 credits) or placement into MTH 60
- WR 115 Introduction to Expository Writing (4 credits) or placement into WR 121
- RD 115 Critical Reading (4 credits) or placement “No Reading Required”

Course Number	Course Title	Prerequisites	Credits
Summer Term			
<input type="checkbox"/> BA 111	Introduction to Accounting ¹	WR 115, RD 115, MTH 20 or test	3
Fall Term			
<input type="checkbox"/> BA 101	Introduction to Business	WR 115, RD 115, MTH 20 or test	4
<input type="checkbox"/> BA 131	Introduction to Business Technology	WR 115, RD 115, MTH 20 or test	4
<input type="checkbox"/> BA 223	Principles of Marketing	WR 115, RD 115, MTH 20 or test Rec: BA 101	4
<input type="checkbox"/> WR 121	English Composition	WR 115 or test	4
Winter Term			
<input type="checkbox"/> BA 206	Management Fundamentals	WR 115, RD 115, MTH 20 or test; Rec: BA 101; BA 131 or CAS 133; WR 121	3
<input type="checkbox"/> BA 233	Integrated Marketing Communications	WR 115, RD 115, MTH 20 or test; Rec: BA 223	3
<input type="checkbox"/> BA 285	Human Relations in Organizations	WR 115, RD 115, MTH 20 or test Rec: Pre/co WR 121, BA 101	3
<input type="checkbox"/>	Marketing Certificate Elective	varied	3
Spring Term			
<input type="checkbox"/> BA 205	Business Communication	WR 115, RD 115, MTH 20 or test Rec: WR 121; BA 131 or CAS 133; BA 101	4
<input type="checkbox"/> BA 207	Introduction to E-Commerce	WR 115, RD 115, MTH 20 or test	4
<input type="checkbox"/> BA 280A	CE: Business Experience	12 BA credits; Pre/co BA 280B	3
<input type="checkbox"/> BA 280B	CE: Business Experience Seminar	12 BA credits; Pre/co BA 280A	1
<input type="checkbox"/>	Marketing Certificate Elective	varied	3
¹ Students must take this course to meet related instruction requirements. Students who have completed high school bookkeeping or have had work experience with full-cycle bookkeeping responsibilities may substitute BA 211.			
Total Quarter Credits			46

Marketing Certificate Electives – 6 Credits Required			
Course Number	Course Title	Prerequisites	Credits
BA 203	Introduction to International Business	WR 115, RD 115, MTH 20 or test	3
BA 208	Business Ethics	MTH 20 or test; Pre/co: WR 115 or test	4
BA 211	Principles of Accounting I	WR 115, RD 115 and MTH 20 or test; Rec: MTH 60, BA 111	3
BA 224	Introduction to Human Resource Management	WR 115, RD 115, MTH 20 or test	3
BA 226	Business Law I	WR 115, RD 115, MTH 20 or test	4
BA 228	Computer Accounting Applications	BA 101, BA 104, BA 131 or CAS 133, BA 211; Pre/co: BA 212	3
BA 242	Fundamentals of Investments	WR 115, RD 115, MTH 20 or test	3
BA 250	Small Business Management	WR 121, BA 101, BA 104, BA 211; Rec: BA 212	3
BA 256	Income Tax	None	3
CAS 140	Beginning Databases	Rec: placement into RD 115, WR 115	4
CAS 217	Intermediate Word	CAS 216. Rec: place into RD 115, WR 115	3
CAS 231	Desktop Publishing	Rec: place into RD 115 and WR 115; prior knowledge and use of computer technology; CAS 121 or equiv typing skills	3
CAS 270	Intermediate Spreadsheets using Excel	CAS 170	3
OS 240	Filing and Records Management	Rec: RD 115, WR 115; and CAS 133 or CAS 140	4

Comprehensive Certificate Requirements & Limitations:

- All candidates for a degree must have at least a 2.0 minimum cumulative grade point average (“C” average).
- At least 12 credits must be earned at CGCC, nine of which must apply to the certificate requirements. The final 9 credits must be earned at CGCC.
- A maximum of 12 credits of “P” (pass) grades will apply to any one-year certificate. Some certificate requirements may vary and will be listed in that specific certificate.
- No more than 12 credits of Cooperative Education courses may apply to any one-year certificate.
- Only nine credits of 199 and 299 experimental courses apply.

This form is intended for advising purposes only. See your declared catalog for a complete list of degree requirements.

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