

Certificate in Sales and Marketing

Course Title	Course#	Credits	Prerequisites
_____ Business Mathematics	BU 1121	3	MA 1101
_____ Business Communications	BU 1123	3	EN 1103
_____ Cooperative Field Experience I	BU 1241	3	Completion of at least 12 credits in students degree or certificate program with a GPA of 2.00 or higher and eligible for EN 1103
OR			
_____ General Motors Internship	BU 4105		
_____ International Business or	BU 3110	3	
_____ International Marketing or	BU 3211		
_____ Economics Elective	SO _____		
_____ Principles of Marketing	BU 4101	3	BU 1101 or permission of instructor
_____ Advertising	BU 4121	3	BU 4101 or permission of instructor
_____ Sales Principles	BU 4125	3	EN 2103 or higher placement
_____ Microcomputer Applications	CA 1101		EN 2103 or higher placement and either taking, have successfully completed or tested out of EN 1101 and MA 1103
OR			
_____ Computer Applications Elective*	CA _____	3	

Total Credits 24

For the Certificate in Sales and Marketing, a total of 24 credits and a minimum cumulative GPA of 2.00 are required for graduation.

*Must be above CA 1101

Welcome to Middlesex Community College

Middlesex Community College has graduated more than 12,000 people since 1971, and during the past two decades, has grown from a single building in Bedford to a major, two-campus institution of higher education located in Lowell and Bedford.

Today, you have to take future prospects into consideration at every stage of your education. At Middlesex, we help you connect your goals and ambitions with the knowledge and skills you will need to achieve them. Middlesex offers 71 certificate and associate degree programs, many of them designed to equip you for the current and future job market.

The college is committed to educational opportunity and instructional excellence. Faculty, advisors, counselors and other professional staff are actively involved in support systems that give students the confidence and study skills needed for academic progress.

Certificate in Sales and Marketing

Certificate programs are designed for individuals who need to acquire specific job skills in a short period of time in order to advance or expand employment and career opportunities. Courses taken in certificate programs may also be directly applied to related Associate in Science degree programs. The Sales and Marketing certificate prepares students for entry-level positions or career advancement in sales and marketing.



Springs Road, Bedford MA 01730-9124
33 Kearney Square, Lowell MA 01852-1987

Certificate

Sales and Marketing

Fall 2006

For first-time students enrolled:

Fall 2006