

# MARKETING CERTIFICATE

## 2025-2026 Requirements

### MARKETING CERTIFICATE

**12 credits**

MKTS	205	Principles of Marketing & Sales	3 credits
MKTS	305	Buyer Behavior	3 credits
MKTS	210	Digital Marketing	3 credits
MKTS	420	Marketing and Sales Management	3 credits

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\*Students cannot transfer in more than 9 credits toward the certificate requirements.

\*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.

### Program Objectives

1. Find, evaluate, and use information effectively, ethically, and legally from a variety of formats , both traditional and technological, commonly used in the industry.
2. Effectively communicate thoughts and ideas through verbal, written, and electronic means to convey clear and organized information to target audiences.
3. Examine situations to uncover problems and opportunities, analyze information, evaluate alternatives, develop solutions, and facilitate decision-making.