

DURHAM TECHNICAL COMMUNITY COLLEGE PLAN OF STUDY

Revised Fall 2019
2 Semesters

BUSINESS ADMINISTRATION

Catalog/Academic Year 2023-2024

**Marketing
Certificate (C25120M)**

Key to symbols after some courses:

* Developmental courses (ENG 002 and/or MAT 003) may be required based on college placement and course requisites.

FALL SEMESTER 2023

Course	Hours Class	Hours Lab	Hours Clinical	Hours Credit	Program Remarks	Notes
BUS 110 Introduction to Business*	3	0	0	3		
MKT 120 Principles of Marketing*	3	0	0	3		
MKT 123 Fundamentals of Selling	3	0	0	3	Online	

SPRING SEMESTER 2024

Course	Hours Class	Hours Lab	Hours Clinical	Hours Credit	Program Remarks	Notes
BUS 137 Principles of Management*	3	0	0	3		
MKT 220 Advertising and Sales Promotion*	3	0	0	3	Online	

MINIMUM SEMESTER HOURS REQUIRED FOR CERTIFICATE 15

For additional information about requirements and graduation, please refer to the [Curriculum Program Completion and Graduation](#) policy. Program-specific criteria may be found on the respective [Programs](#) page. For questions about this program, consult the Program Director or an advisor for assistance.