

SALES & DIGITAL MARKETING

Certificate

In an era of global, digitized, interactive business environments, Marketing offers one of the best career opportunities for today's business students. Marketing is a broad field which includes activities related to selecting, designing, packaging, pricing, advertising/promoting, selling, distributing, and servicing a product in the domestic and/or international marketplace. It is the driving force in most businesses.

Marketing is critically examined from the perspective of the consumer/client, economy, technology, legal/political issues, and ethical/social responsibility. Marketing classes integrate theory and practical applications while applying related business knowledge of information technology, accounting, economics and management principles.

Marketing personnel are employed in retail, industrial and commercial firms, schools and hospitals, both locally and internationally. Marketing offers something for every business student; a desk job as a market research analyst, or travel and excitement with the public as a salesperson, retailer, or public relations person.



The Sales & Digital Marketing Certificate is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

The certificate can be completed on a full or part-time basis. Courses within the certificate are offered during the day, evening, and online.

READY TO TAKE THE NEXT STEP?

Apply today: greatbay.edu/admissions
gbadmissions@ccsnh.edu | (603)427-7600
320 Corporate Drive
Portsmouth, NH 03801

Your Road to *Success*

21 Credits to Complete

SALES & DIGITAL MARKETING CURRICULUM:

BUS 110G - Intro to Business

MKTG 101G - Intro to Marketing

MKTG 201G - Business Relationship
Management

MKTG 224G - Sales & Sales Management

BUS 209G - Principles of Global Business

BUS 210G - Organizational Communications
OR

BUS 200G - Teambuilding

BUS 205G - Small Business Management
OR

BUS 282G - Capstone Research

*Courses are subject to change. Please refer to
Catalog for suggested pathway.*

GAINFUL EMPLOYMENT DISCLOSER:

View online at:

www.greatbay.edu/GEsalesmarket



Great Bay
Community College

PORTSMOUTH / ROCHESTER