

DURHAM TECHNICAL COMMUNITY COLLEGE PLAN OF STUDY

Revised Fall 2019
2 Semesters

BUSINESS ADMINISTRATION

Catalog/Academic Year 2023-2024

**Marketing
Certificate (C25120M)**

FIRST FALL SEMESTER

Term A	Term B	16 Weeks	Course	Hours Class	Hours Lab	Hours Work	Hours Credit	Program Remarks
X	X		BUS 110 Introduction to Business	3	0	0	3	
X	X		MKT 120 Principles of Marketing	3	0	0	3	
X			MKT 123 Fundamentals of Selling	3	0	0	3	Online

FIRST SPRING SEMESTER

Term A	Term B	16 Weeks	Course	Hours Class	Hours Lab	Hours Work	Hours Credit	Program Remarks
X	X		BUS 137 Principles of Management	3	0	0	3	
X			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.