

MARKETING - CERTIFICATE OF COMPLETION

OECS 253	Applied Data Analysis and Management	3
Credits		15
Total Credits		30

NMSU Alamogordo 2025-2026 Catalog

This certificate prepares students with skills in marketing principles and knowledge, and provides the basic foundations for people seeking employment in entry-level marketing positions and local business owners who want to learn how to better market their own products, services, and businesses.

A grade of C- or better is required in all courses.

Total Credits Required for Certificate: 30

Prefix	Title	Credits
BCIS 1110	Introduction to Information Systems	3
BUSA 2230G	Human Relations in Business	3
BUSA 1110	Intro to Business	3
MKTG 1210	Advertising	3
MKTG 1220	Small Business Marketing	3
MKTG 2110	Principles of Marketing	3
MKTG 2220	Digital Marketing	3
OECS 209	Computer Graphic Arts	3
OECS 223	Web Design for Business	3
OECS 253	Applied Data Analysis and Management	3
Total Credits		30

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A Suggested Plan of Study - Marketing Certificate of Completion

Additional classes may be needed based on placement test results and course prerequisites. Visit with an advisor for help with creating a customized plan.

A grade of C- or better is required in all courses.

Semester 1		Credits
(Summer)		
BUSA 1110	Intro to Business	3
Credits		3
Semester 2		
(Fall)		
BCIS 1110	Introduction to Information Systems	3
MKTG 2110	Principles of Marketing	3
MKTG 1220	Small Business Marketing	3
OECS 209	Computer Graphic Arts	3
Credits		12
Semester 3		
(Spring)		
BUSA 2230G	Human Relations in Business	3
MKTG 1210	Advertising	3
MKTG 2220	Digital Marketing	3
OECS 223	Web Design for Business	3