

# MARKETING - CERTIFICATE OF COMPLETION

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## 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         |
| <b>Total Credits</b> |                                      | <b>30</b> |