

Institution: Brookhaven College and Cedar Valley College  
 CIP: 52.1401

**CURRICULUM**

**MARKETING CAREERS - BUSINESS MARKETING --  
 CUSTOMER SERVICE REPRESENTATIVE LEVEL 2 CERTIFICATE  
 2004-2005**

		<b>LEC.</b>	<b>LAB.</b>	<b>EXT.</b>	<b>CONT.</b>	<b>CR.</b>	
		<b>HRS.</b>	<b>HRS.</b>	<b>HRS.</b>	<b>HRS.</b>	<b>HRS.</b>	
<b><u>SEMESTER I</u></b>							
MRKG	1311	Principles of Marketing	3	0	0	48	3
BMGT	1303	Principles of Management	3	0	0	48	3
BUSI	1301	Introduction to Business	3	0	0	48	3
ENGL	1301	Composition I	3	0	0	48	3
PSYC	2302	Applied Psychology <b>OR</b>	3	0	0	48	3
PSYC	2301	Introduction to Psychology	(3)	(0)	(0)	(48)	(3)
<b>Total Hours:</b>			<b>15</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>15</b>
<b><u>SEMESTER II</u></b>							
MRKG	1302	Principles of Retailing	3	0	0	48	3
MRKG	1301	Customer Relations	3	0	0	48	3
ITSC	1401	Introduction to Computers (TP) <b>OR</b>	3	4	0	112	4
COSC	1300	Computer Literacy <b>OR</b>	(2)	(4)	(0)	(96)	(3)
COSC	XXXX	Higher level COSC course	(2-3)	(1-3)	(0)	(64-96)	(3-4)
BUSI	2301	Business Law	3	0	0	48	3
SPCH	1311	Introduction to Speech Communication <b>OR</b>	3	0	0	48	3
SPCH	1315	Fundamentals of Public Speaking	(3)	(0)	(0)	(48)	(3)
<b>Total Hours:</b>			<b>14-15</b>	<b>1-4</b>	<b>0</b>	<b>256-304</b>	<b>15-16</b>
<b><u>SEMESTER III</u></b>							
MRKG	2333	Principles of Selling	3	0	0	48	3
MRKG	2349	Advertising and Sales Promotion	3	0	0	48	3
POFT	2312	Business Correspondence and Communication	2	2	0	64	3
MRKG	1366	Practicum (or Field Experience)-Marketing/ Marketing Management, General* <b>OR</b>	1	0	20	336	3
MRKG	1381	Cooperative Education-Marketing/Marketing Management, General*	(1)	(0)	(15)	(256)	(3)
<b>Total Hours:</b>			<b>9</b>	<b>2</b>	<b>15-20</b>	<b>416-496</b>	<b>12</b>
<b>GRAND TOTAL:</b>						<b>912-1040</b>	<b>42-43</b>

\*MRKG 1366 Practicum (or Field Experience)-Marketing/Marketing Management, General or MRKG 1381 Cooperative Education-Marketing/Marketing Management, General is the capstone experience for this certificate program, and it is recommended to be taken in the third semester of this certificate program.