



Small Business Marketing Manager (SB51)—15 Credit Hours

Program Description:

The Small Business Marketing Manager certificate program prepares individuals to develop and manage independent small businesses. Included are courses in marketing, management, selling, promotion, and business regulations.

Contact:

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Website:

<https://www.westgatech.edu/program-explorer/business-accounting/marketing-management/>

Pre-Certificate Requirements

Program Specific

- Courses may rotate among the following locations: Douglas and Online
- State Aid only

Set the Track, Start the Track, Stay on Track

Meet with an Advising Coach to Stay on Track. S = Semester; CR = Credit Hours; FA = Fall; SP = Spring; SU = Summer; ALL=any semester

✓	Grade	Course Names	S	CR	Notes & Milestones
		MKTG 1100 Principles of Marketing	ALL	3	
		MKTG 1130 Business Regulations and Compliance	FA, SU	3	
		MKTG 1160 Professional Selling	SU	3	
		MKTG 1190 Integrated Marketing Communications	FA, SP	3	
		MKTG 2010 Small Business Management	FA	3	

Always check online <https://www.westgatech.edu/> and meet with your Advising or Faculty Coach to ensure you are viewing the latest and most accurate information.

Note: If a course is full or unavailable when you to attempt to register, please select an available course from any term listed, given you have satisfied the required pre-requisite.

Employment Opportunities: <https://www.westgatech.edu/student-life/career-services/>

Financial Aid by Program: <https://www.westgatech.edu/wp-content/uploads/2019/02/WGTC-Available-Aid-By-Program-11-17-2023.pdf>

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