

# EFFECTIVE MARKETING COMMUNICATION MANAGEMENT, CERTIFICATE OF COMPLETION

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## Requirements

The courses will examine how to manage a marketing campaign, the methods used to communicate brand messaging, and how to develop personal and professional behaviors that support successful outcomes. It will prepare the student by teaching marketing communication skills across multiple mediums.

Code	Title	Units
MKTW NC005	B2B and B2C Marketing	0
MKTW NC006	Market Research	0
MKTW NC007	Self-Management and Development	0

## Learning Outcomes

1. Properly develop management skills to communicate messages to a specific audience across multiple online and offline mediums.
2. Describe planning necessary to execute a successful marketing campaign.
3. Apply the techniques that encourage personal and professional success in marketing communication.