BA: Marketing Program

BA: Marketing Certificate (C2512005)

2026-2027 Curriculum Sheet

Coordinator: Mandy Bowers - Phone: 252-493-7363 - Email: msbowers567@my.pittcc.edu

	Prefix	No	Title	Class	Lab	Clinic	Credit	Course Prerequisites
Fall I								
	BUS	110	Introduction to Business	3	0	0	3	None
	MKT	120	Principles of Marketing	3	0	0	3	None
	MKT	220	Advertising and Sales Promotion	3	0	0	3	None
	OST	137	Office Software Applications	2	2	0	3	None
			Total Recommended Hours	**11**	**2**	**0**	**12**	
Spring 1								
	MKT	123	Fundamentals of Selling (Spring Only)	3	0	0	3	None
	MKT	225	Marketing Research (Spring Only)	3	0	0	3	MKT 120
			Total Recommended Hours	**6**	**0**	**0**	**6**	
			Total Program Hours				**18**	

Please note that this is a possible semester-by-semester course of study. Student placement could extend the time needed for completion. In such cases, graduation may be extended by one or more semester(s). Other delays might be experienced regarding the timelines of various course offerings.