

# ELEMENTS IN MARKETING CERTIFICATE

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## Admission Requirements and Guidelines:

### 1. Admission Criteria:

- Be currently enrolled in a regionally accredited undergraduate program in engineering, science, or technology and in good academic standing,
- or hold a degree from an associate's, bachelor's, or graduate-level program in engineering, science, or technology.

### 2. Grade Requirement:

- Earn a grade of "C" or higher in each certificate course to satisfy program requirements.

### 3. Course Transfer Policy:

- No external courses may be transferred into the certificate program.

## For More Information Contact:

College of Business, Engineering, and Technology

cbet@tamut.edu

## Requirements for the Certificate in Elements in Marketing

Code	Title	Hours
MKT 366	Marketing Promotion	3
MKT 467	Consumer Behavior	3
MKT 465	Sales Management	3
Total Hours		9