



Degree Guide:

Marketing I Short Term Certificate

Program

[Entrepreneurship and Marketing Management \(EM-BAS, Bachelor of Applied Science\)](#)

Degree Type

Bachelor's Program Certificate

Offered Online

Yes

Program Coordinator

Alysia LaTourette
(360) 417-6284
alatourette@pencol.edu

Program Code: BAMMKC01

Program Outcomes:

- Develop digital marketing skills and understand core principles needed for success.
- Understand critical thinking about economic and behavioral concepts and their use in marketing.
- Demonstrate skills and knowledge for a success marketing campaign.

Catalog #	Course Title	Credits
EM-BAS 311	Digital Marketing	5
EM-BAS 420	Sales, Negotiation, and Creative Product Development	5
EM-BAS 450 or EM-BAS 455		5
	Total Credits	15



Sample Schedule