



CERTIFICATE

Scan the QR Codes with your phone's camera to view the on-line content you wish to see! Or visit nashuacc.edu for more information about this course.



Course Schedule

Program Outcomes



Career Possibilities

Potential Salary



Apply to NCC



Choose Community

Choose Nashua Community College and experience what community really means: support, connection, security, opportunity.

Visit nashuacc.edu or speak with an Enrollment Specialist by calling 603.578.8908 to begin!

Benefits of a Marketing Certificate

The Marketing Certificate offers an overview on marketing research and planning, strategic marketing, digital marketing, digital analytics and social media marketing.

The Marketing courses prepare students for entry-level jobs in marketing, for future advancement into marketing management, and for entrepreneurial opportunities.

The curriculum builds a broad knowledge base in business that includes the latest ideas in marketing thought and practice:

- **Marketing research, analysis and application**
- **Marketing strategies**
- **Integrated Marketing Communications**

Certificate Students Are:

- **Job seekers upskilling for a new career**
- **Recent high school graduates preparing for quick entrance to the workforce**
- **Already employed, but seeking a certificate to move up in the industry.**
- **College grads keeping up-to-date on best practices**

Help Your Resume Stand Out

There are many benefits to completing a certificate program. If you are starting your job search, completing a certificate program will boost your skills and abilities, and it can even help you stand out in the job market.

Courses

Item #	Title	Class Hours	Lab Hours	Credits
BUS104N	Principles of Marketing	3	0	3
BUS213N	Principles of Advertising	3	0	3
BUS215N	Integrated Marketing Communications	3	0	3
BUS210N	Marketing Strategies A Capstone Course	3	0	3
BUS207N	Sales	3	0	3
			Total Credits	15

NON-DISCRIMINATION POLICY

The Community College System of NH does not discriminate in the administration of its admissions and educational programs, activities, or employment practices on the basis of race, creed, color, religion, ancestry or national origin, age, sex, sexual orientation, gender identity and expression, physical or mental disability, genetic information, or law enforcement, military, veteran, or marital status. This statement is a reflection of the mission of the Community College System of NH and refers to, but is not limited to, the provisions of the following laws:

- Title VI and VII of the Civil Rights Act of 1964, as amended
- The Age Discrimination in Employment Act of 1967 (ADEA)
- Title IX of the Education Amendment of 1972
- Section 504 of the Rehabilitation Act of 1973
- The Americans with Disabilities Act of 1990 (ADA)
- Section 402 of the Vietnam Era Veteran's Readjustment Assistance Act of 1974
- NH Law Against Discrimination (RSA 354-A)
- NH Law RSA 188-F:3-a.
- Genetic Information Nondiscrimination Act of 2008

Inquiries regarding discrimination may be directed to Sara A. Sawyer, Director of Human Resources for the Community College System of NH, 26 College Drive, Concord, NH 03301, 603-230-3503. Inquiries may also be directed to the NH Commission for Human Rights, 2 Industrial Park Drive, Concord, NH 03301, 603-271-2767, FAX: 603-271-6339; and/or the Equal Employment Opportunity Commission, JFK Federal Building, 475 Government Center, Boston, MA, 02203, 617-565-3200 or 1-800-669-4000, FAX: 617-565-3196, TTY: 617-565-3204 or 1-800-669-6820.