

GUIDED PATHWAY: SALES MARKETING ASSOCIATE CERTIFICATE

BUSINESS, HOSPITALITY and GLOBAL TRADE CAREER PATH



For more information, visit the [Dallas College Marketing webpage](http://www.dcccd.edu/Marketing) [www.dcccd.edu/Marketing] and your academic advisor at your campus.

This is an example course sequence for students interested in pursuing Sales Marketing Associate Certificate. It does not represent a contract, nor does it guarantee course availability. Following this pathway will help you earn the Sales Marketing Associate Certificate. Students must earn at least 25% of the credit hours required for graduation through instruction by Dallas College. See catalog for [official certificate requirements](#).

This certificate program will prepare students for entry-level employment in sales and marketing. Emphasis will be on the foundations of marketing and effective communication. Courses that complete the Sales Marketing Associate Certificate are noted below.

Students pursuing this certificate are waived from the [Texas Success Initiative \(TSI\)](#) standards, but must meet course prerequisites, as long as the student completes the TSI waiver form prior to enrollment.

Catalog Year	2020-2021	You may use this pathway if you entered Dallas College on or before this date.
Degree Type	Level 1 Certificate	
GPA Requirement	Student must earn a GPA of 2.0 or higher	
TSI	May be Exempt	

SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS

All plans can be modified to fit the needs of part-time students. This is not an official degree plan. See catalog for [official certificate requirements](#).

CERTIFICATE MINIMUM: 21 SEMESTER CREDIT HOURS

SEMESTER 1 Total Hours: 9

[MRKG 1302](#) – Principles of Retailing
[MRKG 1301](#) – Customer Relationship Management
[ENGL 1301](#) – Composition I *This is a Core course. Must earn a grade of "C" or higher.*

SEMESTER 1 ACTION ITEMS

1. Meet with your advisor to confirm academic and career goals before the end of the semester.
2. Meet with a career advisor or coach to research your career options and opportunities for job shadowing.

SEMESTER 2 Total Hours: 12

[MRKG 2333](#) – Principles of Selling
[MRKG 1311](#) – Principles of Marketing
[MRKG 2349](#) – Advertising and Sales Promotion
[MATHEMATICS ELECTIVE](#) *This is a Core course. Must earn a grade of "C" or higher. There are several options to fulfill this requirement. See your academic advisor for a specific list.*

SEMESTER 2 ACTION ITEMS

1. Meet with your advisor to apply for the Sales Marketing Associate Certificate.

PATHWAY TOTAL: 21 SEMESTER CREDIT HOURS