



ACADEMIC STATUS SHEET (Online)
School of Adult and Graduate Studies
Graduate Certificate in Marketing
(15 hrs)

2017-2018

REQUIREMENTS (15 hrs)

Hrs. Term

Grade

BUSM 550 Marketing Research

3

BUSM 552 Consumer Behavior

3

BUSM 554 Integrated Marketing Communication

3

BUSM 556 Global Marketing

3

BUSM 558 Seminar in Marketing

3

15 Hours

Minimal Graduation Requirements:

15 completed hours

15 hours at Bryan College

3.00 grade point average

No more than two grades of "C"

--- THIS DOCUMENT IS FOR PLANNING PURPOSES ONLY ---