

# MARKETING - CERTIFICATE OF COMPLETION

MKTG 2220	Digital Marketing	3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>30</b>

## NMSU Alamogordo 2026-2027 Catalog

This certificate prepares students with skills in marketing principles and knowledge, and provides the basic foundations for people seeking employment in entry-level marketing positions and local business owners who want to learn how to better market their own products, services, and businesses.

A grade of C- or better is required in all courses.

## Total Credits Required for Certificate: 30

Prefix	Title	Credits
BCIS 1110	Introduction to Information Systems	3
BCIS 2120	Desktop Publishing	3
BCIS 2130	Web Design	3
BCIS 2310	Spreadsheets and Data Analysis	3
BUSA 2230G	Human Relations in Business	3
BUSA 1110	Intro to Business	3
MKTG 1210	Advertising	3
MKTG 1220	Small Business Marketing	3
MKTG 2110	Principles of Marketing	3
MKTG 2220	Digital Marketing	3
<b>Total Credits</b>		<b>30</b>

## NMSU Alamogordo 2026-2027 Catalog

## A Suggested Plan of Study - Marketing Certificate of Completion

Additional classes may be needed based on placement test results and course prerequisites. Visit with an advisor for help with creating a customized plan.

A grade of C- or better is required in all courses.

Semester 1		Credits
(Summer)		
BUSA 1110	Intro to Business	3
<b>Credits</b>		<b>3</b>
<b>Semester 2</b>		
(Fall)		
BCIS 1110	Introduction to Information Systems	3
BCIS 2120	Desktop Publishing	3
MKTG 2110	Principles of Marketing	3
MKTG 1220	Small Business Marketing	3
<b>Credits</b>		<b>12</b>
<b>Semester 3</b>		
(Spring)		
BCIS 2130	Web Design	3
BCIS 2310	Spreadsheets and Data Analysis	3
BUSA 2230G	Human Relations in Business	3
MKTG 1210	Advertising	3