



MARKETING-INNOVATION AND SOCIAL ENTERPRISES CERTIFICATE REQUIREMENTS

The Marketing-Innovation and Social Enterprises certificate is available to any **NON-Marketing major** at the University, including business majors. It is not a major nor a minor but rather a credential that can be noted on your transcript as a certificate.

The Innovation and Social Enterprise Certificate exposes non-marketing students to the fundamentals of marketing and innovation for social impact. The Certificate will prepare students to assess an organization's innovation culture and to develop and innovation strategy and process. The Certificate will be of particular value to employers seeking graduates who are well versed in innovation and its application to social enterprises.

Business majors must be admitted to upper division business courses prior to taking these courses, and non-business majors must have at least 60 credits earned and a 2.00 grade point average. If you do not have a declared business major or minor but are pursuing the certificate, you will need permission from the Marketing Department to register for these courses:

Required Courses (12 credits):

Course No.	Course Name	Prerequisites
_____ MARKETNG 311	Principles of Marketing	
_____ MARKETNG 350	Integrated Marketing Communications for Social Enterprises	MARKETNG 311
_____ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 311
_____ MARKETNG 400	Innovation and Technology Marketing	MARKETNG 311

Total Units: 12