

**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 MARKETNG 311

\_\_\_\_\_\_ MARKETNG 360 Entrepreneurial Marketing MARKETNG 311

\_\_\_\_\_\_ MARKETNG 400 Innovation and Technology Marketing MARKETNG 311

**Total Units: 12**

Rev. 8/19