

MARKETING GRAPHICS TECHNOLOGY, APPLIED BUSINESS (TECHNICAL CERTIFICATE)

Award: Technical Certificate

Program of Study: Applied Business

Specialization: Marketing Graphics Technology

Program Code: 1102

This program prepares students to be effective, efficient, entry-level marketing professionals. Students develop skills in customer service, human behavior in organizations, and social media. The Marketing Graphics Technology curriculum prepares the student to be an effective staff member in business, government or non-profit organizations. Students learn how to work with others, how to help others, and how to use social media to the businesses advantage.

For more information on what you can do with this major, visit CMU Tech's [Programs of Study](#) page.

All CMU/CMU Tech technical certificate graduates are expected to demonstrate proficiency in specialized knowledge/applied learning, communication fluency, and critical thinking. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Compare and contrast the different types of customer service (Specialized Knowledge).
2. Create marketing material using Adobe Photoshop, Illustrator, and InDesign. (Applied Learning).

Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select "Print Options." This will give you the options to either "Send Page to Printer" or "Download PDF of This Page." The "Download PDF of This Page" option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

Institutional Certificate Requirements

The following institutional requirements apply to all CMU or CMU Tech Technical Certificates. Specific programs may have different requirements that must be met in addition to institutional requirements.

- Consists of 5-59 semester hours.
- Consists of 100-200 level courses.
- At least fifty percent of the credit hours must be taken at CMU/CMU Tech.
- 2.00 cumulative GPA or higher in all courses taken to satisfy certificate requirements.

- A grade lower than "C" will not be counted toward meeting the requirements.
- A course may only be used to fulfill one requirement for each degree/certificate.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed twenty-five percent of the semester credit hours required for a technical certificate.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Certificate Requirements.
- The Catalog Year determines which program sheet and certificate requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

Program Specific Certificate Requirements

(18 semester hours, must earn a grade of "C" or better in each course.)

Code	Title	Semester Credit Hours
Required Courses		
ABUS 105	Internet Marketing Strategies	3
ABUS 114	Digital Layout	3
ABUS 120	Digital Design Tools	3
ABUS 128	Workplace Behavior	3
ABUS 155	Social Media for Business	3
ABUS 160	Introduction to Customer Service	3
Total Semester Credit Hours		18

Suggested Course Plan

First Year		Semester Credit Hours
Fall Semester		
ABUS 120	Digital Design Tools	3
ABUS 155	Social Media for Business	3
ABUS 105	Internet Marketing Strategies	3
Semester Credit Hours		9
Spring Semester		
ABUS 114	Digital Layout	3
ABUS 160	Introduction to Customer Service	3
ABUS 128	Workplace Behavior	3
Semester Credit Hours		9
Total Semester Credit Hours		18

Advising and Graduation Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a certificate. Some courses are critical

to complete in specific semesters while others may be moved around. Meeting with an academic advisor is essential in planning courses and discussing the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for their intended certificate.

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a certificate and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their certificate requirements (for one-semester certificates, complete in the first week of class):

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found on the [Graduation](#) web page.

If a student's petition for graduation is denied, it will be their responsibility to apply for graduation in a subsequent semester. A student's "Intent to Graduate" does not automatically move to a later graduation date.