

a great
place
to start for



MARKETING

The Marketing program prepares students to work in the Hospitality and Tourism industry. The first semester of this program provides students with an introduction to marketing and hospitality. Units of study during this course include: analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer. In addition, students will be introduced to marketing aspects of the Hospitality Industry including: hotels, restaurants, travel and tourism, conventions and meetings, clubs and other food service entities. Students will explore career opportunities in all those areas. The second semester, students will focus on customer service and event marketing. Topics include the marketing relationship of self to customers, problem solving and understanding the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes. Event marketing topics include defining the importance and role of marketing, media and public relations in the event planning industry. Students will also identify and implement marketing and communication tools such as social media, promotional events, networking and blogs. As a capstone, students will participate and complete a marketing cooperative learning experience at an approved site.

The following certificate may be earned:

Marketing

Class Hours

7:50-10:40 am, M, T, W, Th, F

OR

12:05-2:55 pm, M, T, W, Th, F

Estimated Cost

Estimated Tuition/Credit Hour Fee:**

Semester 1: \$1,845.00(Tuition)	Semester 2: \$1,845.00(Tuition)
\$200.00(Credit Hour Fee)	\$200.00(Credit Hour Fee)
<u>\$2,045.00</u>	<u>\$2,045.00</u>

Program Charges: \$500.00/Semester

Student ID: \$10.00/yearly

CTSO Charge: \$130.00/yearly

Books: \$254.00

Estimated Total:

Marketing Certification: \$5,484.00 (plus tax)

Students will be required to pay the program charge each semester they attend*
Based on Colorado Resident In-State Tuition**

Additional costs may apply. All books, kits & supply costs are estimated. Cost, information, and classes are subject to change at any time.

This certificate is eligible for Financial Aid. You may begin the Financial Aid process by completing your Free Application for Federal Aid (FAFSA) at www.FAFSA.ed.gov. If you have further questions, please call (303)344-4910, ext 27797.



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Cost and information revised **October 2020**

MARKETING CERTIFICATE

Certificate Length: 2 semesters

Courses required for this certificate:

MAR 216 Principles of Marketing

MAR 160 Customer Service

MAR 202 Event Marketing/Communications

MAR 187 Cooperative Education/Internship

HOS 110 Introduction to Hospitality

HOS 105 Management in Hospitality Industry

HOS 131 Planning for Special Events

MAR 110 Introduction to Sales

MAR 111 Principles of Sales

MAR 280 Internship

HOS 285 Independent Study

Marketing Certificate Total:

Clock Hours: 600 Credits: 30

Upon completion of this program, student may be eligible for 6 credit hours from Metro State University.

Please visit www.pickenstech.org to view our catalog online for course descriptions

