



# MARKETING

## Marketing Certification

Practice marketing and customer service concepts through a hospitality and tourism lens

Train in Marketing and Guest Service Relations through a Hospitality and Tourism lens. This program prepares students for management and front of the house operations in a variety of job related sectors such as Lodging Operations, Food and Beverage Operations, Event Management and Travel and Tourism. The curriculum includes participation in DECA, an Association of Marketing students, site-based internship, off-site internship, and multiple certifications: Hospitality & Tourism Specialist (HTS), Certified Guest Service Provider (CGSP), S.T.A.R.T. Front Desk and Restaurant Server, and TIPS.

- Acquisition of strong leadership skills through participation in DECA
- Event planning, setup, promotion and management
- Marketing operations research and strategic planning
- Theoretical product development, pricing, promotion, and distribution
- Customer relations, service and communications
- Gain industry experience through guest speakers, site visits, and internships
- Development of interpersonal skills, professionalism, dependability and organization
- Class is conducted in a hybrid model (in-person and virtual)

### Suggested educational levels:

- English literacy (reading, writing, speaking, and listening)
- Understanding of basic algebra

### Class Hours:

- Morning: 7:50am - 10:40am Mon.- Fri.
- Afternoon: 12:05pm - 2:55pm Mon.- Fri.
- Program is 2 semesters in length, with start dates in Fall.

## Tuition and Credit Hour Calculation

### Semester 1

$$\begin{array}{r} \$1,950.00 \text{ (Tuition)} \\ + \$200.00 \text{ (Credit Hour Fee)} \\ \hline \$2,150.00 \end{array}$$

### Semester 2

$$\begin{array}{r} \$1,950.00 \text{ (Tuition)} \\ + \$200.00 \text{ (Credit Hour Fee)} \\ \hline \$2,150.00 \end{array}$$

*Based on Colorado Resident In-State Tuition*

## Estimated Program Costs *(to be paid at Picken's payment office)*

### Tuition and Credit Hour Fees:

**Semester 1:** \$2,150.00

**Semester 2:** \$2,150.00

### Required On Campus Costs:

**Program Charges:** \$500.00 (each semester)

**Student ID:** \$10.00 (each year)

**Proxy Disc:** \$15.00 (semester 1)

**CTSO Charge:** \$20.00 (each year)

**Books** \$316.00 (+ tax)

**Leadership Conference:** \$435.00

### Estimated Total:

**Marketing Certificate:** \$6,096.00 (+tax)

\*Optional trip fees may apply, with fundraising opportunities

**Credits:**  
30

**Length:**  
1 year

**Cost:**  
\$6,096



Cost and information revised **June 2023**

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# MARKETING

## Courses required for this certificate: Semester 1

### HOS 2085 Independent Study

Meets the individual needs of students. Students engage in intensive study or research under the direction of a qualified instructor.

### MAR 1010 Introduction to Sales

Enables the student to understand and develop a solid foundation of the Fundamentals of Selling. In addition, the course addresses three additional key areas of selling and sales techniques : Selling Against the Competition, Selling Broadband Services and Business Solutions Selling.

### MAR 1011 Principles of Sales

Enables the student to understand and develop ethical sales techniques and covers the role of selling in the marketing process. Areas of emphasis include behavioral considerations in the buying and selling process and sales techniques.

### MAR 1060 Customer Service

Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.

### MAR 1087 Cooperative Education/Internship

Provides students with the opportunity to supplement course work with practical work experience related to their educational program and occupational objectives. Students are placed at approved work stations which are related to their program of study. They work under the immediate supervision of experienced personnel at the business location and with the direct guidance of the instructor/coordinator.

### MAR 2016 Principles of Marketing

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer.

## Courses required for this certificate: Semester 2

### HOS 1005 Management in Hospitality Industry

Describes the history, development, and operation of the hospitality industry including careers in the industry, management practices, accounting procedures, destinations and lodging.

### HOS 1010 Introduction to Hospitality

Introduces learners to careers and the organization and structure of the Hospitality Industry including: hotels, restaurants, non-commercial food service, travel and tourism, conventions and meetings, clubs and other food service entities. Topics include exploring career opportunities, understanding the world of Hotels and Restaurants, Food Service Organizational structures, an introduction to the Meetings Industry, and analyzing the size and scope of the Noncommercial Foods segment.

### HOS 1031 Planning for Special Events

Provides a basic knowledge of the planning and development of an event or meeting, including the budgeting, arranging of entertainment and catering, and the lodging of participants.

### MAR 2002 Event Marketing/Communications

Defines the importance and role of marketing, media and public relations in the event planning industry. Identify marketing and communication tools such as social media, promotional events, networking and blogs. Design a marketing plan to include target market research, communication tools, objectives, strategies, and implementation.

### MAR 2080 Internship

Provides students with the opportunity to supplement coursework with practical work experience related to their educational program. Students work under the immediate supervision of experienced personnel at the business location and with the direct guidance of the instructor.

## MARKETING CERTIFICATE

**Certificate Total:** Clock Hours: 600 Credit Hours: 30

**Certificate Length:** 2 semesters

Additional costs may apply. All books, kits & supply costs are estimated. Cost, information, and classes are subject to change. Statistics present are based on the US Bureau of Labor Statistics. 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](http://www.FAFSA.ed.gov). If you have further questions, please call (303)344-4910.