



CERTIFICATE REQUIREMENTS

www.cvtc.edu – 1-800-547-2882

Small Business Marketing Technical Certificate

This certificate is designed to help prepare a person to implement effective marketing and management strategies for a small business. This is an ideal training program to help a person move up in the organization or manage their own small business.

Course Number	Course Title	Hrs./ Week	Credits	Prerequisite(s)/Comments
102-130	Small Business Management	3	3	
104-102	Marketing Principles	4	4	
104-104	Professional Selling	4	4	
104-125	Promotion Principles	4	3	104-102
	Total Credits		14 cr.	

TOTAL CREDITS REQUIRED = 14