COLLIN COLLEGE

Program: Marketing

Discipline Making Request: Business and Computer Sciences / Marketing

Program CIP: 52.0212

Effective Term: Fall 2016 (201710)

Rationale:

Due to student demand, it has been determined this Certificate was needed for students that have their own business. Our Advisory Committee is also in support of this new cretificate.

Certificate - Entrepreneurship - New

This program is not taught, more than 49%, online.

BUSG 1307, Entrepreneurship and Economic Development (Taught: 3/0/0/48) - New

MRKG 2371 Entrepreneurship Experience (Taught: 3/0/0/48 ; Prerequisite: Consent of Discipline Lead) - New

Neither course is currently planned to be taught totally online.