COLLIN COLLEGE
Curriculum Outline

MARKETING CAREER CLUSTER

Certificate - Entrepreneurship **CIP 52.0212**

FIRST YEAR
First Semester

			Lec	Lab	Ext.	Contact	Credit
BUSG	1307	Entrepreneurship and Economic Development	3	0	0	48	3
BUSG	2309	Small Business Management / Entrepreneurship	3	0	0	48	3
MRKG	1311	Principles of Marketing	3	0	0	48	3
MRKG	2333	Principles of Selling [1]	2-3	0-2	0	48-64	3
		Total Hours	11-12	0-2	0	192-208	12

Second Semester

			Lec	Lab	Ext.	Contact	Credit
MRKG	2312	e-Commerce Marketing	3	0	0	48	3
MRKG	2371	Entrepreneurship Experience (Capstone) [2]	3	0	0	48	3
		Total Hours	6	0	0	96	6
		TOTAL CREDIT HOURS	***17-18***	***0-2***	***0***	***288-304***	***18***

1. May substitute ACCT 2301, ACNT 1303 or ACNT 1311
2. For approval, students must meet with the Discipline Lead for the Marketing Program to determine which program packets are required for course completion.