COLLIN COLLEGE
Curriculum Outline

MARKETING CAREER CLUSTER

Certificate - Entrepreneurship [1] **CIP 52.0212**

Please Note: This Certificate is intended for persons who are either already operating their own businesses or are planning to start businesses within 24 months of beginning coursework. If you wish to pursue this Certificate please see the discipline lead of the Marketing Program for advising.

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 [2]	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)	3	0	0	48	3
		Total Hours	6	0	0	96	6
		TOTAL CREDIT HOURS	***17-18***	***0-2***	***0***	***288-304***	***18***

1. Student must meet with the Discipline Lead for the Marketing Program upon beginning the Certificate - Entrepreneurship to determine which program packet is required for completing of this certificate.
2. May substitute ACCT 2301, ACNT 1303 or ACNT 1311