



Suggested Schedule to Marketing Certificate

This pathway meets requirements for the AAS in General Business - Marketing Track. While completing the AAS degree, students will also earn a Certificate in Marketing. This sample schedule assumes a fall start. If you wish to take alternate courses not listed below please meet with a North advisor to confirm you're still meeting certificate requirements.

Before You Start

- [Pre-College Math](#) or ABE Adult Basic Education (if needed).
- [Pre-College English](#), ABE Adult Basic Education or [ESL English as a Second Language](#) (if needed).
- BUS 169 Using Computers in Business or word/excel experience.

To Do

- Explore placement options: take the [Math and English placement tests](#) if needed.
- Transfer previous college credits to [North](#).
- Attend New Student Orientation.
- Apply for [Financial Aid](#) and follow up on application with the financial aid office.
- Visit startnextquarter.org to find out if Workforce Education funding is available for you.
- Schedule an appointment with your assigned advisor in [Starfish](#) to meet and discuss your goals.

Year One

Credits

Quarter 1

- BUS 114 Introduction to Marketing5
- CWE 101 Portfolio, Preparation and Workplace Success2
- Prerequisite for BUS 226/227:*
ENGL& 101 English Composition or
ENGL& 235 Technical Writing5

Quarter 2

- BUS 118 Project Management Introduction
and Overview5
- BUS 226 Advertising and Sales Promotion5

Quarter 3

- BUS 227 Digital Marketing.....5
- CWE 110 Internship.....3

Quarter 4

- BUS 228 Digital Marketing.....5

Total Credits Required: 35

Quarter 1

- Drop by the [Library](#) to get help with research; check out resources; access computers and study space; and create media projects.
- Visit the Student Learning Center to learn about tutoring services offered in-person and online.
- Check out campus life: student clubs, Equity & Welcome Center, Fitness Center, etc.
- Attend the Marketing Area of Study Career Fair to learn about job opportunities.

Quarter 2

- Conduct informational interviews and conduct job shadowing in your field of study.
- Apply for financial aid for the upcoming academic year if needed in Winter or Spring quarter to maximize your funding options.
- Explore professional organization memberships and attend meetings.
- Visit Career Services office in the OCE&E building to learn about career/job exploration resources.

Quarter 3

- Apply for graduation for the Marketing Certificate.
- Research future education opportunities by exploring associate degree business programs at North.
- Create a LinkedIn profile and clean up your online presence.
- Attend a resume workshop and create a resume.

Quarter 4

- Visit Career Services office in the OCE&E building to learn about career/job exploration resources.



About the Map

This pathway meets requirements for the Marketing Certificate. Completion of this certificate opens doors to a variety of careers in sectors including non-profit, business, government, entertainment, and education. It also allows you to continue on to the AAS-T in Business.

Students in this pathway learn about marketing principles and have an opportunity to explore advertising, digital/online marketing, and social media platforms. This program develops skills such as building a strategic marketing and integrated communications plan, creating brand awareness of a company or nonprofit, media planning and budget preparation, managing data-driven marketing campaigns, generating leads and revenue, and helping you interact and build connections with your customers. Competencies in these areas consistently rank at the top of employer wish lists.

Career Opportunities

- Marketing Executive and Production Specialist
- Media Planner/Social Media Manager
- Sales Manager
- Product Manager
- Marketing Analyst
- Account Manager
- Retail Manager
- Public Relations Specialist
- Digital Marketing Specialist
- Advertising Executive
- Brand Strategist
- Search Engine Optimization (SEO) Manager

There are many jobs that require project management skills. A Bachelor's degree or higher may be required for some careers listed above. For current employment and wage estimates, please visit and search at www.bls.gov/oes.

Approximate Costs Each Quarter

Tuition & fees for:

WA state residents.....	\$1555
International students.....	\$3298
Books, supplies, and miscellaneous fees.....	\$475

***Please note that these costs are estimates and may vary.**

Apply for Financial Aid and Other Funding

All students in need should apply for financial aid — do not assume you are not eligible! Visit <https://northseattle.edu/financial-aid> to learn more about the application steps and types of financial aid available, including grants and scholarships you don't have to pay back. You do not need to be a full-time student to receive financial aid funds.

Some students may be eligible for Workforce Education tuition assistance programs depending on program of study, family income and family size, DSHS assistance, unemployment/employment status of self or spouse, or veteran status. Take this short survey to find out if you pre-qualify for funding at: www.StartNextQuarter.org.

Which quarter can I begin?

Any.

Length of Program

90 credits = 6 quarters.

Class Times/Delivery Format?

North offers courses on-campus in the day time, evenings, online, or hybrid (part on-campus, part online), Monday-Thursday and occasional Saturdays.

Find Out More

For questions about this program contact the Area of Study Advisor for Business and Accounting at advisornorth@seattlecolleges.edu or [206-934-3658](tel:206-934-3658).

Future Education Opportunities

Once you complete the Marketing Certificate, additional education opportunities include:

- AAS in General Business
- AAS-T in General Business

The AAS in General Business leads to entry level positions in a business environment.

The AAS-T in General Business leads to any Bachelor of Applied Science (BAS) degree such as: North Seattle College's International Business BAS, International Accounting BAS, Residential and Commercial Property Management BAS, or another BAS program at one of the Seattle Colleges or throughout Washington State.

Program and admissions requirements vary from college to college. Contact an area of study advisor to create an educational plan tailored for you.