

MyCAA Education & Training Plan (ETP)

The University of Texas at El Paso
Professional and Public Programs
101 W. Robinson Ave, Memorial Gym; Rm. 111 El Paso, TX 79968
915-747-7578
<http://www.ppp.utep.edu/>

Student Information:

Student Name: _____

School Issued Student ID: N/A _____

Program Name: Marketing Professional Certificate Program with Externship C.14.52 _____

Program Type: Certificate _____

Program Duration: 6 Months _____

Scheduled Start Date: _____

Estimated Completion Date: _____

Course Delivery Format: Online _____

Program Overview:

The Marketing Professional program outlines for students current theories of marketing, their effective application and concepts important to marketing goods and services, identifying and further defining target customers, targeting those customers and really reaching them through your messaging from both a domestic and global perspective. Students will explore the elements of market research, identifying target customers, branding, pricing, developing product offers, and developing marketing communications for various distribution channels. Students will examine marketing critically from the perspective of the consumer, the overall economy, and technology as well as the legal and ethical issues that arise to ensure responsible marketing. This program provides students with a view of the principle areas of marketing. It explores the factors influencing how marketing decisions are made, including the impact of marketing decisions on an organization and its customers. Students will gain a working knowledge of practical marketing and business vocabulary.

Certification/Licensure Eligibility upon Program Completion:

Students should have or be pursuing a high school diploma or GED.

- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
 - Microsoft Office Specialist (MOS) Certification Exam.

Tuition Cost:

\$3,799

Course Breakdown:

Course/Program Code	Course/Program Title	Course Credits (if applicable)
UTEP-B-MKTG	Marketing Professional Certificate Program with Externship	375 Contact Hours/ 37.5 CEU's

School Official Certification:

By my signature below, I certify the above information is true, accurate, complete, and being submitted on behalf of the institution named in this document.

Signature/Title of Authorized School Official

Date

School Official Printed First and Last Name

School Official E-mail and Phone Number