

SALES & DIGITAL MARKETING

Certificate

In an era of global, digitized, interactive business environments, Marketing offers one of the best career opportunities for today's business students. Marketing is a broad field which includes activities related to selecting, designing, packaging, pricing, advertising/promoting, selling, distributing, and servicing a product in the domestic and/or international marketplace. It is the driving force in most businesses.

Marketing is critically examined from the perspective of the consumer/client, economy, technology, legal/political issues, and ethical/social responsibility. Classes integrate theory and practical applications while applying related business knowledge of information technology, accounting, economics and management principles.

Marketing personnel are employed in retail, industrial and commercial firms, schools and hospitals, both locally and internationally. Marketing offers something for every business student: a desk job as a market research analyst, or travel and excitement with the public as a salesperson, retailer, or public relations person. The certificate can be completed on a full or part-time basis. Courses within the certificate are offered during the day, evening, and online.



Career Possibilities

Job Title	Average Salary
Sales Manager (Wholesale /Manufacturing	\$73,080
Advertising Sales Agent	\$61,278
Advertising/Promotional Manager	\$156,580
Insurance Sales Agent	\$59,080

TAKE THE NEXT STEP!

Apply today: greatbay.edu/admissions
gbadmissions@ccsnh.edu | (603) 427-7632
320 Corporate Drive
Portsmouth, NH 03801

Your Road to *Success*

21 Credits to Complete

SALES & DIGITAL MARKETING CURRICULUM:

BUS 110G - Introduction to Business
MKTG 101G - Principles of Marketing
MKTG 224G - Sales & Sales Management
BUS 209G - Principles of Global Business
BUS 210G - Organizational Communications
BUS 234G– Entrepreneurship & Small
Business Management
Business or Marketing Elective

*Courses are subject to change. Please refer to
Catalog for suggested pathway.*

Revised 4/2/2025



CHOOSE COMMUNITY

WHY GREAT BAY?

- 60+ Degree/Certificate Programs
- Small class sizes
(avg 15:1 student/faculty ratio)
- Highly qualified and experienced faculty
- Transfer to 4-year or direct to career after graduation
- 70% of full time students receive financial aid
- No application fee
- Academic Support to include free tutoring
- Athletics and Student Life opportunities
- Flexible campus, online, hybrid course options
- ***Lowest tuition and fees in New Hampshire***



Want to find out more? Click the QR code to visit the Great Bay Admissions webpage, where you can learn how to apply, explore all our academic programs, take a virtual campus tour, or sign up for an open house or information session.

Ready to Take the Next Step?

Contact Admissions at (603) 427-7632 or gbadmissions@ccsnh.edu

