

Marketing Specialist (MS21)

Certificate eMap

This eMap, along with regular meetings with your program advisor and using DegreeWorks, will help you remain on track to finish your program as quickly as possible and graduate from Georgia Northwestern Technical College. This eMap is intended to be used when beginning the program in Fall semester. Starting the program in Spring or Summer semesters may alter the suggested courses or course availability. This eMap is based on the 2026-2027 academic year.



1 st set of suggested courses			
Course		Hours	Completed
MKTG 1100	Principles of Marketing	3	☐
MKTG 1160	Professional Selling	3	☐
MKTG 1190	Integrated Marketing Communications	3	☐
MKTG xxxx	Marketing Elective	3	☐

Total Credit Hours: 12 Minimum Credit Hours Required for Graduation

Program Planning Notes:

- Courses for this Certificate are offered at the Floyd County Campus and also available 100% online.
- This certificate can be earned concurrently with the Marketing Management AAS Degree or Marketing Management Diploma.
- The program advisor for MS21 is Mark Upton, mupton@gntc.edu.

Additional information for the Marketing Specialist Certificate and program requirements can be found at [2026-2027 Catalog](#).