

# CREATIVE DESIGN AND MARKETING

The Career Studies Certificate in **Creative Design and Marketing** provides for evaluation and hands-on implementation of applied arts projects paralleled with practical knowledge in marketing development in order for students to maximize creative problem solving and realize long-term strategies.

A key outcome applies the principles and elements of art and design to the requirements of the entrepreneur or trade. Regardless of the student's field of study, fundamental knowledge of business practices is essential to all students.

## Creative Design and Marketing I

**Award: Career Studies Certificate**

Code	Title	Credit Hours
ART 121	Drawing I	3
ART 131	Two-Dimensional Design	3
MKT 100	Principles of Marketing	3
MKT 282	Principles of E-Commerce	3
SDV ( <a href="https://catalog.brcc.edu/programs-study/sdv/">https://catalog.brcc.edu/programs-study/sdv/</a> )	Student Development	1
Select two from the following:		5-6
Art Approved Electives ( <a href="https://catalog.brcc.edu/programs-study/art-electives/">https://catalog.brcc.edu/programs-study/art-electives/</a> )		
<b>Total Credit Hours</b>		<b>18-19</b>

## Creative Design and Marketing II

**Award: Career Studies Certificate**

Code	Title	Credit Hours
ART 122	Drawing II	3
PHT 164	Introduction to Digital Photography	3
MKT 284	Social Media Marketing	3
BUS 165	Small Business Management	3
ART 287	Portfolio and Resume Preparation	1
Select two courses from the following:		5-6
Art Approved Electives ( <a href="https://catalog.brcc.edu/programs-study/art-electives/">https://catalog.brcc.edu/programs-study/art-electives/</a> )		
<b>Total Credit Hours</b>		<b>18-19</b>

## Approved Electives

Code	Title	Credit Hours
ART 101	History and Appreciation of Art I	3
ART 102	History and Appreciation of Art II	3
ART 132	Three-Dimensional Design	3
ART 153	Ceramics I	3
ART 154	Ceramics II	3
ART 235	Functional Ceramics	3
ART 236	Sculptural Ceramics	3
ART 241	Painting I	3
ART 243	Watercolor I	3
ART 283	Computer Graphics I	3
ART 284	Computer Graphics II	3
BUS 100	Introduction To Business	3
BUS 118	Concepts of Supervision	3

BUS 200	Principles of Management	3
BUS 205	Human Resource Management	3
BUS 221	Business Statistics I	3
BUS 227	Business Analytics	3
BUS 241	Business Law I	3
BUS 242	Business Law II	3
BUS 270	Interpersonal Dynamics in the Business Organization	3
CAD 140	Technical Drawing	3
CAD 161	Blueprint Reading I	2
CAD 225	Machine Drawing and Design	3
CAD 241	Parametric Solid Modeling I	3
CAD 242	Parametric Solid Modeling II	3
CAD 243	Parametric Solid Modeling III	3
MKT 209	Sports, Entertainment, and Recreation Marketing	3
PHT 264	Digital Photography II	3