

## What is a Certificate?

A certificate officially shows that you, through education, have gained skills in a specific area.

## What is the difference between a Certificate and a Bachelor's Degree?

The traditional bachelor's degree is designed to be completed in four years and contains general education requirements as well as minor and/or major requirements. A certificate can be completed while working on a bachelor's degree, and, in some cases, without completing a bachelor's degree.

## What is the difference between a Certificate and a Minor?

A minor is normally broader, covering a subject like English or French, while a certificate is narrowed to a more specific skill area that an employer may be seeking. Both a certificate and a minor are optional additions to a bachelor's degree.

## Why Complete a Certificate?

A bachelor's degree is designed to be completed in 4 years; however, depending on whether you are attending college full-time or part-time, you change majors, or a number of other factors, it can take longer than 4 years to complete a bachelor's degree. A certificate is awarded after completing courses in a narrowed area and is generally completed much more quickly than a bachelor's degree, can count toward completion of a bachelor's degree, and can be finished before completing a bachelor's degree.

Additionally, a certificate can

- be a starting place if you are unsure what major you want to pursue;
- potentially allow you to begin employment in a field before completing a bachelor's degree;
- allow you to gain knowledge in a field that is different from your bachelor's degree major, without completing a double major, second bachelor's degree, or higher degree such as a master's or doctorate;
- add competitiveness to your resume.

## Certificates Offered at ECU

Click on a certificate to learn more about the requirements and benefits of completion.

[Applied Data Analytics](#)

[Business and Technical Communication](#)

[Computer Game Development](#)

[Cultural Resources Management](#)

[Entrepreneurship](#)

[Forensic Anthropology](#)

[Geographic Information Science](#)

[Global Cross-Cultural Competency](#)

[Global Understanding](#)

[Instructional Systems Design in Adult Education](#)

[Maternal and Child Health](#)

[Multicultural Literature](#)

[Professional Selling](#)

[Teaching English to Speakers of Other Languages](#)

# Guide to Certificates



## Applied Data Analytics Certificate

The Applied Data Analytics Certificate is designed to prepare students to employ knowledge gained in analytics methods and applications to a variety of use case scenarios and data sets.

Students who successfully complete the program will demonstrate proficiency with analytic methods, data mining, and text mining through problem-based activities and real-world experiences in a variety of use case scenarios with an understanding of related ethical, social, organizational, legal, and security issues.

The certificate is offered in conjunction with the SAS Institute. Students who successfully complete the program are recognized as having demonstrated proficiency in solving real-world business problems with current industry-leading data analysis tools, including various SAS software products.

You will need to have the following in order to begin the certificate:

- MATH 1064, MATH 1065, MATH 2283, or MATH 2228 credit

Total Semester Hour Credits Required	12
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Course Prefix and Number	Course Title	Course Semester Hour Credits
MIS 3013	Introduction to Applied Data Analytics	3
MIS 3123	Data Management for Data Analytics	3
MIS 3733	Data and Text Mining	3
MIS 3843	Business Intelligence	3

**Notes:** MIS 3013 must be completed before enrolling in MIS 3123, 3733, and 3843. This certificate, then, would take, at minimum, 2 semesters to complete.

## Business and Technical Communication

The Business and Technical Communication Certificate provides students with opportunities to develop analytical and practical skills in planning, writing, designing, editing, and managing a range of professional texts for print and online publication. The certificate is open to students enrolled in undergraduate degree programs, including English. Students must register with the department prior to taking a capstone course. Other appropriate courses, including 5000-level courses, may be considered for inclusion upon review by the coordinator.

You will need to have the following in order to begin the certificate:

- ENGL 1100 and ENGL 2201 credit

Total Semester Hour Credits Required	12
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 6 hours.)	ENGL 3040	Introduction to Professional Writing	3
	ENGL 3870	Introduction to Editing and Publishing	3
<b>Capstone</b>  (Choose one; Complete 3 hours.)	ENGL 4780	Technical Writing	3
	ENGL 4785	Project Management in Professional Communication	3
	ENGL 4885	Digital Writing	3
	ENGL 4890	Practicum: Careers in Writing	3
<b>Electives</b>  (Choose one; Complete 3 hours.)	ENGL 2830	Writing and Style	3
	ENGL 3030	Introduction to Rhetorical Studies	3
	ENGL 3810	Advanced Composition	3
	ENGL 3820	Scientific Writing	3
	ENGL 3835	Persuasive Writing	3
	ENGL 3860	Introduction to Nonfiction Writing	3
	ENGL 3870	Introduction to Editing and Publishing	3
	ENGL 3880	Writing for Business and Industry	3
	ENGL 2885	Writing and Document Design	3
	ENGL 3895	Topics in Technical and Professional Writing	3
	ENGL 4860	Advanced Nonfiction Writing	3
	ENGL 4891	Practicum: Careers in Writing	3
	ITEC 3290	Technical Writing	3
	LING 2710	English Grammar	3

**Notes:** Because ENGL 1100 and 2201 are the only prerequisite for the courses in this certificate, completion time will depend on availability of the courses. It may be possible to complete this certificate in one semester if you have previous English credits.

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## Computer Game Development Certificate

The Department of Computer Science in the College of Engineering and Technology offers an undergraduate certificate in computer game development. It is possible to take the non-preparatory courses both online and on campus. The program prepares students to design and develop computer games and simulations. Students acquire technical skills in real-time rendering and content creation, and work with concepts behind the development of story, character, environment, level design, user interface and sound augmentation. The certificate can be obtained as part of a minor, with courses counting toward both.

You will need to have the following in order to begin the certificate:

- MATH 1065 Credit

Total Semester Hour Credits Required	19
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Preparatory Courses</b> (Complete 11 hours.)	CSCI 1010 CSCI 1011 CSCI 2530 CSCI 2540	Algorithmic Problem Solving Algorithmic Problem Solving Lab Algorithms and Data Structures Data Abstraction and Object-Oriented Data Structures	
<b>Advanced Courses</b> (Complete 9 hours.)	CSCI 3550  CSCI 3010 CSCI 3800 CSCI 5800  CSCI 4550	Computer Game Development I  Computer Networks <b>or</b> Computer Graphics <b>or</b> Artificial Intelligence  Computer Game Development II	

**Notes:** Due to prerequisites, this certificate will take multiple semesters to complete.

## Cultural Resources Management Certificate

The Cultural Resources Management Certificate provides a basic background in archaeological methods (including the recovery and analysis of archaeological data and training in public archaeology) and the prehistory of several areas in both the Old and New Worlds. In particular, the certificate provides training for those students interested in pursuing careers in applied, non-academic archaeology.

You will need to have the following in order to begin the certificate:

- a 2.5 GPA
- ANTH 2000 Credit

Total Semester Hour Credits Required	18
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 9 hours.)	ANTH 3077	Archaeological Methods	3
	ANTH 3175	Archaeological Field Training	6
<b>Electives</b> (Complete 9 hours.)	ANTH 3111	North American Archaeology	3
	ANTH 3113	Archaeology of the Old Testament or	3
	RELI 3133	Archaeology of the Old Testament World	3
	ANTH 3115	Caribbean Archaeology	3
	ANTH 3116	Latin American Archaeology	3
	ANTH 3117	Prehistory of the Middle East	3
	ANTH 3118	Pyramids, Pharaohs, and Mummies: The Archaeology of Ancient Egypt	3
	ANTH 5120	Archaeology of the Southeastern US	3
	ANTH 5125	Historical Archaeology	3
	ANTH 5126	Public Archaeology	3
	GEOG 2400	Spatial Data Analysis	3
	GEOG 2410	Fundamentals of GIS	3
	HIST 3900	Introduction to Public History	3
	HIST 3980	Shipwreck Archaeology	3
	HIST 3993	Approaches to Historical Objects	3
	HIST 5920 or 5921	Techniques of Museum and Historic Site Development	3

**Notes:** Because ANTH 2000 is the only prerequisite for the courses in this certificate, completion time will depend on availability of the courses.

## Entrepreneurship Certificate

The multidisciplinary certificate in entrepreneurship is designed for non-business majors. The certificate in entrepreneurship is appealing to anyone who may either operate their own for-profit or nonprofit business now or in the future. It is also appealing to those who will have careers either working in small/medium sized firms or in related fields. The flexibility of the certificate allows students to design programs that include these courses. Entrepreneurial thinking plays an important role in all aspects of society and is critical in the practical side of career planning. The certificate prepares students to be highly functional in innovative and creative environments. This certificate is ideal whether you are starting a business to offer your professional services, joining an existing small or medium-sized business, or planning to work in an innovative capacity within a large organization (intrapreneurship).

Total Semester Hour Credits Required	12
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Course Prefix and Number	Course Title	Course Semester Hour Credits
FINA 3500	Money Management for Entrepreneurs	3
MKTG 3500	Entrepreneurial Opportunities and Marketing	3
ENTR 3500	Entrepreneurship Essentials	3
ENTR 4500	Entrepreneurial Business Planning	3

**Notes:** ENTR 3500 is the pre-requisite for FINA 3500 and MKTG 3500. ENTR 3500 and MKTG 3500 are pre-requisites for ENTR 4500. This certificate will take a minimum of 2 semesters to complete.

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## Forensic Anthropology Certificate

The course of study for the Forensic Anthropology Certificate provides a basic understanding of skeletal biology and human osteology, procedures for the search and recovery of human remains, methods of individual identification from the human skeleton, time since death estimation, and manner of death. The student is also provided with knowledge of forensic anthropology for those interested in careers in applied, non-academic anthropology.

You will need to have the following in order to begin the certificate:

- A 2.5 GPA
- ANTH 2000 Credit
- ANTH 2015 & 2016 (or BIOL 2015 & 2016) Credit
- PSYC, SOCI, or BIOL Credit\*

Total Semester Hour Credits Required	16
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 13 hours.)	ANTH 3077	Archaeological Methods	3
	ANTH 3026	Forensic Anthropology	3
	ANTH 4400 & 4401	Human Skeletal Analysis & Lab	4
	JUST 3007	Criminal Investigation	3
<b>Electives</b> (Complete 3 hours.)	BIOL 2130	Survey of Human Physiology and Anatomy	3
	JUST 3501	Criminal Procedure	3
	PSYC 3375	Abnormal Psychology	3
	SOCI 3220	Sociology of Deviant Behavior	3

\*Depending on which elective you choose, you will need to complete a different pre-requisite. See the Undergraduate Catalog for more information.

**Notes:** Time to completion will depend on your pre-requisite coursework. This certificate could potentially be completed in one to two semesters depending on course offerings.

## Geographic Information Science Certificate

The course of study for the Geographic Information Science Certificate provides theoretical and technological competencies that prepare students to develop and manage geographic information projects and to interpret and implement geographic information science (GIS) as a decision support system. The program enhances basic and applied research capacity at the undergraduate level.

You will need to have the following in order to begin the certificate:

- A minimum cumulative 2.5 GPA

Total Semester Hour Credits Required	15
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 9 hours.)	GEOG 2410	Fundamentals of GIS	3
	GEOG 3420	Remote Sensing of the Environment	3
	GEOG 3430	Geographic Information Systems I	3
<b>Electives</b> (Complete 6 hours from these options.)	GEOG 3450	Introduction to the Global Positioning System	3
	GEOG 3460	GIS Applications Programming	3
	GEOG 4150	Advanced Spatial Analysis	3
	GEOG 4410	Advanced Cartographic Design and Production	3
	GEOG 4420	Remote Sensing II	3
	GEOG 4430	Geographic Information Systems II	3
	GEOG 4440	Coastal Applications of GIS	3
	GEOG 4450	GIScience, Society and Technology	3
GEOG 4460	Digital Terrain Analysis	3	

**Notes:** Pre-requisites for Elective choices vary. See the Undergraduate Catalog for more information.



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## Global Cross-Cultural Competency Certificate

The Global Cross-Cultural Competency Certificate is designed to prepare students for professional practice in culturally diverse settings in the fields of business, education, health care, and human and social services. Students will build the knowledge, skills and attitudes needed to collaborate effectively with people from different cultural groups in both domestic and international environments.

You will need to have the following in order to begin the certificate:

- A minimum cumulative 2.5 GPA

Total Semester Hour Credits Required	15
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 9 hours.)	ANTH 1050	Global Understanding*	3
	ANTH 2010	Societies Around the World	3
	ANTH 3050	Ethnographic Field Methods	3
<b>Electives</b> (Complete 6 hours choosing 2 of these courses.)	ANTH 2002	Introduction to Asia	3
	ANTH 2005	Environmental Anthropology	3
	ANTH 3003	Cultures of Africa	3
	ANTH 3004	Cultures of the South Pacific	3
	ANTH 3015	Cultures of the Middle East	3
	ANTH 3016	Cultures of the Caribbean	3
	ANTH 3017	Cultures of Mexico and Guatemala	3
	ANTH 3018	Cultures of South and Central America	3
	ANTH 3150	Applying Anthropology to Contemporary Cultural Issues	3
	ANTH 3200	Women's Roles in Cross-Cultural Perspective	3
	ANTH 3252	Medical Anthropology	3
	ANTH 3300	Language and Culture	3
	ANTH 3352	A Medical Anthropology Approach to Global Health Today	3

\*Students may also satisfy this course with a study abroad program. Speak to the program coordinator for more information.

**Notes:** ANTH 3050 requires the completion of ANTH 2010 or 2200 as a pre-requisite.

## Global Understanding Certificate

The Global Understanding Certificate is designed to help students develop an understanding and an appreciation of the peoples, issues and ideas within the global community. Students have an opportunity to take courses with an international content, study a foreign language at the introductory level, and learn about people in other countries through both Internet contact and actual study in an international setting.

You will need to have the following in order to begin the certificate:

- A minimum cumulative 2.5 GPA

Total Semester Hour Credits Required	<b>15</b>
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 9 hours.)	ANTH 1050	Global Understanding	3
	Foreign Language	Six semester hours of the same foreign language (1001 and 1002) are required. To view ECU foreign language courses click <a href="#">here</a> .	6
<b>Electives</b> (Complete 6 hours choosing 2 of these courses.)	ANTH 2005	Environmental Anthropology	3
	ANTH 2010	Societies Around the World	3
	ANTH 3002	Cultures of East Asia	3
	ANTH 3003	Cultures of Africa	3
	ANTH 3004	Cultures of the South Pacific	3
	ECON 3353	Development Economics	3
	ECON 3365	Russian Economic Transition	3
	ENGL 3290	Asian American Literature	3
	GEOG 2100	World Geography: Developed Regions	3
	GEOG 3049	Latin America	
	GEOG 3051	Asia	3
	GEOG 4320	Gender, Environment, and Development	3
	GEOG 4325	Resources, Population, and Development	3
	GLST 1662	Introduction to Hispanic Studies	3
	HIST 1030	World Civilizations to 1500	
	HIST 1031	World Civilizations Since 1500	
	HIST 3420	Early Modern Europe to 1648	
	HIST 3430	History of Europe, 1815-1914	
	HIST 3610	History of East Asia to 1600	
	HIST 3611	History of East Asia Since 1600	
	HIST 3669	History of the Middle East, 600-1500	
	HIST 3670	History of the Middle East Since 1500	
	HIST 3710	Introduction to Latin-American History: Colonial Period	
	HIST 3711	Introduction to Latin-American History: Since 1808	
	HIST 3810	History of Africa	
	HLTH 3520	Introduction to Global Health	
INTL 2100	Arts and Sciences Abroad: Humanities		
INTL 2101	Arts and Sciences Abroad: Humanities		

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INTL 2200	Arts and Sciences Abroad: Arts
INTL 2201	Arts and Sciences Abroad: Arts
INTL 2300	Arts and Sciences Abroad: Science
INTL 2301	Arts and Sciences Abroad: Science
INTL 2400	Arts and Sciences Abroad: Social Sciences
INTL 2401	Arts and Sciences Abroad: Social Sciences
INTL 4500	Seminar in International Studies
POLS 2010	Introduction to Comparative Government and Politics
POLS 2020	Introduction to International Relations
POLS 3234	West European Political Systems
POLS 3265	African Political Systems
RELI 1690	World Religions
RELI 2691	Classical Islam
RELI 2692	Buddhism
RELI 2693	Hinduism
RELI 3694	Religions of Africa
RUSS 2120	Introduction to Russian Culture
SOCI 1050	Global Understanding: Sociological Perspectives

### Approved academic study abroad program or internship requirement:

The study abroad program or internship must be for at least one summer session. International students may substitute an equivalent period of study at ECU.

**Notes:** Pre-requisite for courses will depend on which options you choose. See the Undergraduate Catalog for more information.

This certificate will take at least two semesters to complete.

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## Instructional Systems Design in Adult Education

The Instructional Systems Design in Adult Education Certificate is open to undergraduate students who currently work in, or aspire to work in, the field of instructional design or instructional technology in adult education. The focus of the coursework is on the preparation of knowledgeable and proficient practitioners who are able to apply principles of instructional design and instructional technology in formal and informal adult learning situations.

Total Semester Hour Credits Required	24
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Course Prefix and Number	Course Title	Course Semester Hour Credits
ADED 4100	Introduction to Teaching Adults	3
ADED 4150	Instructional Methods	3
ADED 4210	Writing Training Materials	3
ADED 4220	History and Philosophy of Adult Education	3
ADED 4230	Evaluation and Assessment in Education	3
BITE 4100	Introduction to Virtual Environments in Business and Information Technology Education	3
BITE 4500	Information Processing Systems Design	3
BITE 4700	Web Site Design and Maintenance	3

**Notes:** There are no pre-requisites for these courses. Completion time will depend on course offerings during each semester.

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## Maternal and Child Health Certificate

The Maternal and Child Health Certificate provides training in maternal and child health concepts that promote health equity and access to quality healthcare among women, children, and families.

You will need to have the following in order to begin the certificate:

- A minimum cumulative 2.5 GPA
- HLTH 1000 or HLTH 1050 Credit

Total Semester Hour Credits Required	12
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 6 hours.)	HLTH 3002	Women’s Health Across the Lifespan	3
	HLTH 3020	Understanding and Achieving Health Equity	3
<b>Electives</b> (Complete 6 hours choosing 2 courses outside of your major.)	ETHN 2002	Introduction to Ethnic Studies: Social Science	3
	HDFS 1103	Individual, Family, and Romantic Relationships	3
	HDFS 2000	Child Development I: Prenatal Through Early Childhood	3
	HDFS 2001	Child Development II: Middle Childhood Through Young Adulthood	3
	HDFS 2280	Introduction to Child, Family, and Community Services	3
	HDFS 3002	Family Systems and Parenting Across the Life Cycle	3
	HLTH 2000	Principles of Public Health	3
	HLTH 2050	Sexual Health	3
	HLTH 3025	LGBT Population Health and Disparities	3
	HLTH 3100	Issues in Latino Health	3
	HLTH 4410	Planning, Implementing, and Assessing Sexuality Education	3
	SOCI 1010	Race, Gender, Class	3
	SOCW 1010	Introduction to Social Welfare and Social Work	3
SOCW 2010	Introduction to Social Work Practice and Special Populations	3	
SOCW 3101	Human Behavior and the Social Environment I	3	

**Notes:** Time to completion will depend on course load and semester offerings. Could potentially be completed in one-two semesters.

## Multicultural Literature Certificate

The Multicultural Literature Certificate offers students the opportunity to develop cultural competencies that are urgently needed in the twenty-first century workplace and to prepare for graduate study. This certificate provides an option for students who wish to pursue this type of education through sustained study and analysis of literary texts. Students will build their knowledge of cultural diversity by taking courses focused on multi-ethnic American literature and world literatures written in English or read in translation. Courses with a special focus on amplifying the voices of women writers, LGBTQ+ writers, and other marginalized literary artists, including filmmakers, can also be used to fulfill the certificate requirements.

You will need to have the following in order to begin the certificate:

- ENGL 1100 Credit
- ENGL 2201 Credit

Total Semester Hour Credits Required	12
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 6 hours.)	ENGL 2400	World Literature in English	3
	ENGL 4340	Ethnic American Literature	3
<b>Focused multicultural and transnational literature elective</b> (Choose one; 3 hours)	ENGL 3240	US Latinx Literature	3
	ENGL 3250	Native American Literatures	3
	ENGL 3260	History of African American Literature	3
	ENGL 3280	African Literature	3
	ENGL 3290	Asian American Literature	3
<b>Electives</b> (Choose one; 3 hours)	ENGL 2260	Topics in Contemporary African American Cultural Texts	3
	ENGL 2570	The Supernatural	3
	ENGL 3300	Women and Literature	3
	ENGL 3570	American Folklore	3
	ENGL 4380	Studies in African American and African Diaspora Literatures	3
	ENGL 4940	Multicultural and Transnational Cinema	3
	ETHN 2001	Introduction to Ethnic Studies: Humanities	3
	FILM 4920	Cinematic Identities	3
	LING 2050	English for Global Communication	3
	LING 2740	Language in the USA	3

**Notes:** Time to completion will depend on course load and semester offerings. Could potentially be completed in one-two semesters.

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## Professional Selling Certificate

The Professional Selling Certificate is open to students in all programs across campus. The certificate is ideal for anyone who seeks to build skills in the area of professional selling. Developing selling skills is important because new college graduates often find that early-career job offers involve taking on a selling role. As a result, graduates need exceptional professional selling skills to be successful in this initial career stage to allow them to transition into later career growth. The professional selling certificate prepares students to effectively use established sales processes, sales automation tools, and selling techniques. The certificate also prepares students to identify decision makers of prospective buying firms and engage in persuasive communication of the selling firm's value proposition. The certificate is suited for students with a focus on business, communication, and other areas where selling and persuasion skills are beneficial.

### Admission requirements:

Admission is limited to students matriculating at ECU in an undergraduate degree-seeking program. Applicants must have completed a minimum of 30 credit hours and attained a minimum 2.5 overall cumulative grade point average.

You will need to have the following in order to begin the certificate:

- ECON 2113 Credit

Total Semester Hour Credits Required	15
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Course Prefix and Number	Course Title	Course Semester Hour Credits
MKTG 3832	Marketing Management	3
MKTG 3872	Persuading Decision Makers	3
MKTG 4332	Professional Selling	3

	Course Prefix and Number	Course Title	Course Semester Hour Credits
Choose 6 credit hours from these courses.	MKTG 4342	Sales Force Management	3
	MKTG 4532	Business and Organizational Marketing	3
	MKTG 4782	Customer Relationship Management	3

**Notes:** MKTG 3832 is a pre-requisite for MKTG 4332. This certificate will take a minimum of two semesters to complete.

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## Teaching English to Speakers of Other Languages Certificate

The Teaching English to Speakers of Other Languages Certificate (TESOL) helps prepare professionals planning to teach English as a second language (ESL) in the US or English as a foreign language (EFL) overseas. Applicants seeking admission should be undergraduate students in their sophomore, junior, or senior year of study at ECU. Students must earn grades of C or higher in all certificate courses in order to remain in the program and successfully complete it.

You will need to have the following in order to begin the certificate:

- ENGL 2201 Credit

Total Semester Hour Credits Required	12
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	Course Prefix and Number	Course Title	Course Semester Hour Credits
<b>Core</b> (Complete 6 hours.)	LING 4710	TESOL Theories and Principles	3
	LING 4740	TESOL Methods	3
<b>Electives</b> (Choose 6 hours from these courses.)	COMM 2050 or	English for Global Communication	3
	LING 2050		
	LING 2700	Introduction to Language Studies	3
	LING 2710	English Grammar	3
	LING 2740	Language in the USA	3
	LING 3720	Writing Systems of the World	3
	LING 3730	The Structure of English: Phonology and Morphology	3
	LING 3740	The Structure of English: Syntax and Semantics	3
	LING 3750	Introductory Linguistics	3
	LING 3760	Linguistic Theory for Speech and Hearing Clinicians	3
	LING 3770	Language and Cognition	3
	LING 4720	Applied Linguistics for Language Teachers	3
	LING 4730	Language and Society	3
	LING 4750	Language Testing	3

**Notes:** Time to completion will depend on course load and semester offerings.