

# MARKETING AI MICROCREDENTIAL

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The microcredential in Marketing AI requires nine (9) credit hours, to include:

Course	Title	Credits
GY 208	Introduction to Digital Mapping and GIS	3
MKT 301 or MKT 302	Principles of Marketing Honors Principles of Marketing	3
MKT 378	Consumer Behavior	3
<b>Total Hours</b>		<b>9</b>

A grade of "C" or higher is required for each course.