MARKETING, CERTIFICATE OF ACHIEVEMENT

Banner Code: 3_CN_MKT
Financial Aid Eligible

The Marketing Certificate is a stackable certificate towards the completion of a Marketing Associate of Science degree. For those upskilling, the certificate can prepare the student for new responsibilities in Marketing. Courses emphasize the tools used by marketers, the environmental forces affecting the marketing process, sales communication skills, the major components of modern advertising and promotion, marketing research, and advertising planning and strategy.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.
3. Effectively communicate solutions to business problems using appropriate business terms and strategies.

Review Graduation Requirements (https://catalog.cccd.edu/coastline/graduation-requirements/certificates/#achievementtext).

Course	Title	Units
Required Core		
Complete the following:		
BUS C100	Introduction to Business	3
BUS C110	Business Law/Legal Environment of Business	3
BUS C150	Introduction to Marketing	3
MGMT C100	Principles of Management	3
Electives		
Complete 6-10 units of the following:		6-10
BUS C101	Introduction to Project Management	
BUS C118	Introduction to International Business	
BUS C120	Personal Finance	
BUS C139	Business Communication	
BUS C141	Introduction to Entrepreneurship	
BUS C281	Work Experience Education	
or BUS C282	Work Experience Education	
or BUS C283	Work Experience Education	
or BUS C284	Work Experience Education	
CIS C111	Information Systems, Programming, and Database Management	
MCOM C100	Introduction to Mass Communications	
MGMT C171	Supply Chain Management Fundamentals	
Total Units		**18-22**