

MARKETING, CERTIFICATE OF ACHIEVEMENT

Banner Code: 2_CN_MARK
Financial Aid Eligible

This program builds upon the Business Fundamentals Certificate of Achievement to prepare students for entry level positions and careers in marketing. The curriculum provides a variety of marketing courses that introduces students to marketing terminology, processes, and approaches including market research, pricing, promotion, social media marketing, and customer service. This certificate is part of a stackable certificate program that also prepares students seeking to earn an Associates in Arts Degree in Marketing.

Program Level Learning Outcomes

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

1. Describe roles and responsibilities related to marketing, sales, and customer service.
2. Apply practical market research methods used the development of marketing strategies.
3. Develop marketing plans that include market analysis, market segmentation, pricing, promotion, and customer service.
4. Apply the use of the Internet and social media for marketing activities.

Potential careers students may enter upon completion are as follows:

- Entry level marketing analyst
- Assistant marketing analyst / specialist

Review Graduation Requirements (<https://catalog.cccd.edu/golden-west/graduation-requirements/certificates/#achievementtext>).

Course	Title	Units
Required Courses		
BUS G100	Introduction To Business	3
BUS G101	The Mindset of Business Success	3
BUS G139 or BUS G130	Business Communication Introduction to Business Writing	3
MGMT G155	Customer Service	3
MKTG G100	Principles Of Marketing	3
MKTG G157	Finding and Knowing Your Customer	1.5
MKTG G167	Marketing and Social Media for Entrepreneurs	1.5
Total Units		18

Year 1:

Course	Title	Units
Semester 1		
BUS G100	Introduction To Business	3
MKTG G100	Principles Of Marketing	3
MGMT G155	Customer Service	3
MKTG G140	Digital Marketing and Electronic Commerce	3
Units		12

Course	Title	Units
Semester 2		
MKTG G135	Retail Management	3
<i>Select one of the following:</i>		3
BUS G130	Introduction to Business Writing	3
BUS G139	Business Communication	3
MGMT G110	Elements Of Management	3
Units		6

Recommended Program Sequence

These sequences are general maps for students to finish all requirements for the Certificate. There may be advisories or time requirements that students may want to consider before following these maps. **Students are advised to meet with a GWC Counselor for alternate sequencing.**