

# ENTRY LEVEL MARKETING, CERTIFICATE OF ACHIEVEMENT

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Banner Code: 1\_CM\_MKEL

Not Financial Aid Eligible

The Marketing certificate programs are designed to train those individuals whose career paths involve the creative techniques of both oral and written sales presentations, advertising, and 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. All courses must be completed with a grade of "C" or better.

## Program Outcomes

1. Function effectively in entry-level marketing positions using the skills, principles, and tools they have acquired.
2. Effectively apply and utilize the marketing principles and techniques they have learned to market a business, product, or service.

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

Course	Title	Units
<b>Required Courses</b>		
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	3
<b>Total Units</b>		<b>9</b>

## Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to consider before following these maps. **Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.**

Course	Title	Units
<b>Year 1</b>		
<b>Semester 1</b>		
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	3
	<b>Units</b>	<b>9</b>
	<b>Total Units</b>	<b>9</b>