

# GENERAL MARKETING, CERTIFICATE OF ACHIEVEMENT

**Banner Code:** 1\_CN\_MKGN  
**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 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 a multitude of first-entry marketing positions using the skills, tools and principles they have acquired.
2. Communicate effectively and persuasively in personal, organizational, and selling environments.
3. Effectively apply and utilize their acquired knowledge of the principles of marketing to market and/or promote 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>		
BUS A100/A100H	Introduction to Business	3
BUS/MGMT A239	Professional Communication	3
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	3
MKTG A150/A150H	International Marketing	3
<b>Restricted Electives</b>		
Select nine units from the following:		9
BUS A138	Business English	
BUS A171	Data Visualization: Harnessing the Power of Big Data for Business/Marketing/Entrepreneurship	
BUS/CMST A185	Public Relations	
CMST A180	Introduction to Mass Communications	
MKTG A142	Direct Marketing	
<b>Total Units</b>		<b>27</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>		
BUS A100 or BUS A100H	Introduction to Business or Introduction to Business Honors	3
BUS A239 or MGMT A239	Professional Communication or Professional Communication	3
MKTG A100	Introduction to Marketing	3
MKTG A150 or MKTG A150H	International Marketing <sup>1</sup> or International Marketing Honors	3
<b>Units</b>		<b>12</b>
<b>Semester 2</b>		
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	3
CERT RESTRICTED ELECTIVES- CHOOSE 9 UNITS		9
BUS A138	Business English	
BUS A171	Data Visualization: Harnessing the Power of Big Data for Business/Marketing/Entrepreneurship	
BUS A185 or CMST A185	Public Relations or Public Relations	
CMST A180	Introduction to Mass Communications	
MKTG A142	Direct Marketing	
<b>Units</b>		<b>15</b>
<b>Total Units</b>		<b>27</b>

<sup>1</sup> Offered in Fall only.