

MARKETING

The Marketing certificate programs are designed to train individuals whose career paths require them to understand and apply 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.

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Marketing Department Website (<https://orangecoastcollege.edu/academics/business-computing/marketing/>)

- Advertising, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/advertising-coa/>)
- Entry Level Marketing, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/entry-level-marketing-coa/>)
- General Marketing, Associate in Science Degree (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/general-marketing-associate-science-degree/>)
- General Marketing, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/general-marketing-certificate-achievement/>)
- Global Business, Certificate of Specialization (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/international-business-certificate-specialization/>)
- International Business, Associate in Science Degree (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/international-business-associate-science-degree/>)
- International Business, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/international-business-certificate-achievement/>)
- Sales, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/sales-coa/>)