

SALES, CERTIFICATE OF ACHIEVEMENT

Banner Code: 1_CM_MKSL

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 promotion, marketing research, and advertising planning and strategy. All courses must be completed with a grade of "C" or better.

Program Outcome

Function effectively in entry-level sales positions using the skills, principles, and tools they have acquired.

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

Course	Title	Units
Required Courses		
BUS A239	Professional Communication	3
CMST A100	Interpersonal Communication	3
or CMST A110	Public Speaking	
MKTG A110	Professional Selling	3
Total Units		9

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
Year 1		
Semester 1		
BUS A239	Professional Communication	3
MKTG A110	Professional Selling	3
CMST A100	Interpersonal Communication	3
or CMST A110	or Public Speaking	
	Units	9
	Total Units	9