MARKETING (APPLIED), CERTIFICATE OF ACHIEVEMENT

Banner Code: 3_CN_MKCBE
Control Number: 46591
Not Financial Aid Eligible

This Pace+ Marketing (Applied) Certificate of Achievement program is a building block towards completing the Marketing (Applied) Associate of Science. The program's courses leverage the existing marketing knowledge, skills, and abilities each student brings to the program as it prepares students to advance in their careers and educational paths. The pre-planned pathway of coursework and competencies builds on prior learning, ensuring students are best prepared to succeed as they move through the program. For students with work experience, this program will provide them with the knowledge and skills to move up the career ladder to a professional role or to progress further along a professional career path in the field of marketing.

Coursework emphasizes the language of marketing and builds cultural and demographic awareness. Topics include marketing, business operations, interpersonal communication and working with others, business office technology, and business communication. The certificate begins to prepare students for potential careers, including Sales Representative, Advertising Sales, and Marketing Specialist.

Program Learning Outcomes

1. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly changing global environment.
2. Formulate strategies that embrace diversity within organizations and create inclusive organizational cultures.

This Pace+ program requires additional application and registration requirements. Please meet with a Coastline counselor for further information.

Course	Title	Units
Required Courses		
BUS C100	Introduction to Business	3
BUS C139	Business Communication	3
BUS C150	Introduction to Marketing	3
CIS C105	Introduction to Business Office Technology	3
CMST C100	Interpersonal Communication	3
ETHS C233	Racial and Ethnic Relations in America	3
Total Units		**18**