

ADVERTISING, CERTIFICATE OF SPECIALIZATION

Not Financial Aid Eligible
Banner Code: 1_CE_MKAD

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 advertising business positions using the skills, principles, and tools they have acquired.

Certificate of Specialization Requirements

The Certificate of Specialization is a locally approved career program that requires sixteen units or fewer units and is designed to prepare the graduate to enter a particular field of employment. In order to be awarded a certificate, students are required to obtain a grade of "C" or better in all program-required courses. Grades of "CR" or "P" will be accepted whereas "CR" or "P" meets the equivalency of a "C" or better. At least 3 units in an advanced course from the certificate must be completed at OCC at the department's discretion. Certificates of Specialization are not automatically awarded, not printed on official academic transcripts, and there is no acknowledgment of completion given at graduation. Please contact the division for details regarding the submission of petitions as procedures for each division vary. Most division offices prefer that students complete all of the required courses and then provide a copy of the transcript while some divisions allow petitions for Certificates of Specialization before finishing. Check with a counselor to determine the requirements for completion.

A list of certificate programs can be found in the Programs A-Z (<https://catalog.cccd.edu/orange-coast/programs-study/>) section of this catalog.

Course	Title	Units
Required Courses		
ART A120/A120H or DMAD A182	Beginning Drawing Graphic Design	3
CMST A180 or FILM A150	Introduction to Mass Communications History of Radio & Television	3
MKTG A130	Principles of Advertising	3
Total Units		9