

# ADVERTISING, CERTIFICATE OF ACHIEVEMENT

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**Banner Code:** 1\_CM\_MKAD

**Control Number:** 42976

**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 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 Outcome

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

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

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