

# ENTRY-LEVEL MARKETING, CERTIFICATE OF SPECIALIZATION

Course	Title	Units
MKTG A130	Principles of Advertising	3
Total Units		9

Not Financial Aid Eligible  
Banner Code: 1\_CE\_MKEL

This certificate, issued through the Business and Computing Division, provides students with basic accounting and computer accounting coursework.

Students are required to obtain a grade of "C" or better in all required courses.

## Program Outcomes

1. Function effectively in entry-level marketing positions using the skills, principles, and tools they have acquired.
2. Effectively apply and utilize the marketing principles and techniques they have learned to market a business, product, or service.

## Certificate Requirements

Orange Coast College offers two types of certificate awards in career programs designed to prepare the graduate to enter a particular field of employment. At least 3 units in an advanced course from the certificate must be completed at OCC.

1. **Certificate of Achievement** - 8 units or more in a state-approved program. Certificates of Achievement are not automatically awarded. A petition must be filed in Enrollment Services or online at the beginning of the semester in which the student will be completing his or her final requirements. The petitioning periods are listed in the Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/>) section of this catalog.
2. **Certificate of Specialization** - 16 units or less in a locally approved program. 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.

### Minimum Grade Requirement

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. 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. Check with a counselor to determine the requirements for completion.

Course	Title	Units
<b>Required Courses</b>		
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3