

ENTRY LEVEL MARKETING, CERTIFICATE OF ACHIEVEMENT

Banner Code: 1_CM_MKEL

Control Number: 42986

Not Financial Aid Eligible

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.

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

Course	Title	Units
Required Courses		
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	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		
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	3
	Units	9
	Total Units	9