INTERNATIONAL BUSINESS, CERTIFICATE OF SPECIALIZATION

Banner Code: 1_CE_MKIB
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 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 an entrepreneurial, managerial, or entry-level international business position using the skills, tools and principles they have acquired.
2. Effectively apply the international business principles they have learned to effectively facilitate international business transactions in a variety of settings.

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

Course	Title	Units
Required Courses		
BUS A118/A118H	Introduction to International Business	3
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A150/A150H	International Marketing	3
Total Units		**12**

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
	Units	**6**
Semester 2		
BUS A118 or BUS A118H	Introduction to International Business or Introduction to International Business Honors	3
MKTG A150 or MKTG A150H	International Marketing or International Marketing Honors	3
	Units	**6**
	Total Units	**12**