

# MARKETING

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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.

## Department Contact Information

Dennis Morgan, Department Chair  
dmorgan@occ.cccd.edu  
(714) 432-5651

Marketing Department Website (<http://www.orangecoastcollege.edu/academics/divisions/business/marketing/Pages/default.aspx>)

- Advertising, Certificate of Specialization (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/advertising-certificate-specialization/>)
- Entry-Level Marketing, Certificate of Specialization (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/entry-level-marketing-certificate-specialization/>)
- General Marketing, Associate in Science Degree (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/general-marketing-associate-science-degree/>)
- General Marketing, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/general-marketing-certificate-achievement/>)
- International Business, Associate in Science Degree (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/international-business-associate-science-degree/>)
- International Business, Certificate of Achievement (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/international-business-certificate-achievement/>)
- International Business, Certificate of Specialization (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/international-business-certificate-specialization/>)
- Sales, Certificate of Specialization (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/marketing/sales-certificate-specialization/>)