

# SALES, CERTIFICATE OF ACHIEVEMENT

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**Banner Code:** 1\_CM\_MKSL

**Control Number:** 43182

**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 Outcome

Function effectively in entry-level sales 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> |                             |          |
| BUS A239                | Professional Communication  | 3        |
| CMST A100               | Interpersonal Communication | 3        |
| or CMST A110            | Public Speaking             |          |
| MKTG A110               | Professional Selling        | 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> |                             |          |
| BUS A239          | Professional Communication  | 3        |
| MKTG A110         | Professional Selling        | 3        |
| CMST A100         | Interpersonal Communication | 3        |
| or CMST A110      | or Public Speaking          |          |
|                   | <b>Units</b>                | <b>9</b> |
|                   | <b>Total Units</b>          | <b>9</b> |