

CERTIFICATE IN MARKETING

The Marketing Certificate of Achievement encompasses an area of study which includes a overall study of basic business issues, as well as specific issues relating to marketing and advertising. This certificate is designed to prepare students to seek entry-level marketing and advertising jobs, and the courses supporting the certificate combine classroom lectures, demonstrations, and a wide use of technology to ensure relevant training.

Requirements

Code	Title	Units
Required courses:		
BUS 130	Introduction to Business	3
BUS 185	Elements of Marketing	3
BUS 192	Advertising	3
Total Units		9

Learning Outcomes

Certificate of Achievement Level Student Learning Outcomes

Students completing the Marketing Certificate of Achievement will:

Be able to understand, analyze, and evaluate various business, marketing, and advertising principles; and be able to effectively apply those concepts in real-world workplace situations in the marketing field.