

CERTIFICATE IN MARKETING

To explore more about this major, schedule an appointment (<https://www.citruscollege.edu/stdntsrv/ctcenter/Pages/ApptSchedule.aspx>) with a career counselor.

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.

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.

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

Curriculum Map

1-Year Curriculum Map Example

This map represents one possible pathway through the program and is only for reference.

*It is highly recommended that you make an appointment (<https://www.citruscollege.edu/stdntsrv/counsel/Pages/ApptSchedule.aspx>) to create a customized education plan that fits your needs.

First Year		
Fall Term 1		Units
BUS 130	Introduction to Business	3
BUS 192	Advertising	3
	Units	6
Spring Term 1		
BUS 185	Elements of Marketing	3
	Units	3
	Total Units	9

Career Information

Career Opportunities

There are a variety of careers you can do with this major.