

# 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.

## 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
<b>Required courses:</b>		
BUS 130	Introduction to Business	3
BUS 185	Elements of Marketing	3
BUS 192	Advertising	3
<b>Total Units</b>		<b>9</b>

## 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/stdntsrvcounsel/Pages/ApptSchedule.aspx>) to create a customized education plan that fits your needs.

Course	Title	Units
<b>Fall Term 1</b>		
BUS 130	Introduction to Business	3
BUS 192	Advertising	3
	<b>Units</b>	<b>6</b>
<b>Spring Term 1</b>		
BUS 185	Elements of Marketing	3
	<b>Units</b>	<b>3</b>
	<b>Total Units</b>	<b>9</b>