



Marketing – Certificate of Achievement

This certificate in Marketing provides an opportunity for students to acquire knowledge and training for business marketing and prepares them for careers in sales, advertising, customer service, and business development. Students wanting to earn the A.A. degree in Marketing can do so by taking additional courses beyond the 18 units required for this certificate. Please seek advice from your counselor to verify the correct courses to take towards the A.A. degree.

SUGGESTED PROGRAM COURSE SCHEDULE

SEMESTER 1

9 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
BUS 300 Intro to Business	3		F(O,H), S(O,H), Su(O)	
MKT 300 Prin of Marketing	3		F(O), S(O), Su(O)	
3 units from List A	3		See List A	See List A

SEMESTER 2

9 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
BUS 340 Business Law	3		F(O,H), S(O,H), Su(O)	
MKT 310 Selling Professionally	3		F, S	
MKT 314/ RTVF 376 Advertising	3		Check Class Schedule for offering	

[^]You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

*(O) = online available (H) = hybrid available

Career Options/Outlook: Many career opportunities are available such as first-line supervisor of retail sales worker. First-line supervisor directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.

A sample of reported job titles:

Bakery Manager, Delicatessen Manager, Department Manager, Department Supervisor, Grocery Manager, Key Carrier, Meat Department Manager, Parts Sales Manager, Shift Manager, Store Manager

Projected job opening in

California (2016-2026):

16,630

Projected growth:

Slower than average (2%-4%)

Salary in California:

Median wage (2017): \$39,550/yr

Source:

<https://www.onetonline.org/link/summary/41-1011.00>

List A – Select a minimum of 3 units from the following

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
BUS 310 Business Communications	3	BUS 100; Advisory: ability to key 30 wam	F, S	
BUS 330 Managing Diversity in the Workplace. Or taken in summer	3		F(O), S(O), Su(O)	CRC Area VI
BUS 350 Small Business Management/ Entrepreneurship	3		F, S, Su	
MKT 495 Independent Studies in Marketing	1-3		Check Class Schedule for offering	
MKT 498 Work Exp in MKT	1-4		F, S, Su	CRC Area III(b)

[^]You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

*(O) = online available (H) = hybrid available

Honors option:

The CRC Honors Program is designed specifically for academically accomplished students and for students with the potential for high achievement. Students who complete 15 units or more in honors-designated courses will earn special recognition as an Honors Scholar, a distinction that may entitle the student to guaranteed transfer and scholarship opportunities at select transfer colleges and universities.

Transfer notes:

Please meet with a counselor for specific transfer course evaluation or transferring to a specific 4-year institution.