



Marketing Certificate

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 toward the A.A. degree.

Total Units: 18

First Year

Semester 1

9 Units

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*
BUS 300 Z Introduction to Business	3		F(O,P), S(O,P), Su(O)
MKT 300 Z Principles of Marketing	3		F(O), S(O), Su(O)
3 units from List A	3	See List A	See List A

Z At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

Semester 2

9 Units

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*
MKT 310 Z Selling Professionally	3		F, S
MKT 314 ¹ Advertising	3		Check Class Schedule for offering
BUS 340 Business Law	3		F(O,P), S(O,P), Su(O)

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Career Options/Outlook:

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors and identifying potential customers. Develop pricing strategies to maximize the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services. **Career opportunities may require more than an associate degree.**

A sample of reported job titles:

Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

Projected job openings in California (2020-2030):

5,740

^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 (P) = partially online

¹ Also listed as RTVF 376.

List A

List A-a minimum of 3 units from the following:

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*
BUS 310 Z Business Communications	3	BUS 100; Advisory: ability to key 30 WAM	F, S
BUS 330 ¹ Z Managing Diversity in the Workplace	3		F(O), S(O), Su(O)
BUS 350 Z Small Business Management/Entrepreneurship	3		F, S, Su
MKT 495 Independent Studies in Marketing	1-3		Check Class Schedule for offering
MKT 498 Z Work Experience in Marketing	0.5-4		F, S, Su

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Projected growth in California (2020-2030):

23% growth

Median Salary in California with advanced degree (2021):

\$163,420/yr

Source:

<https://www.onetonline.org/link/summary/11-2021.00>

Transfer notes:

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

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.

About this program map:

This program map represents one possible pathway to complete the program. Please see a counselor to create an education plan customized to

meet your needs. This map is not a guarantee of course availability or financial aid applicability.

Zero Textbook Costs (ZTC):

The Zero Textbook Costs designation and logo are added to any course that provides free access to all required instructional materials. These are typically shared with students through Canvas. Courses that are designated as ZTC may still require students to purchase supplemental materials such as lab coats, a calculator, art supplies, etc. See full definitions and searching tips on the [Zero Textbook Costs page](#) of the college website.

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