Marketing Certificate

This program map represents one possible path for completing this program. **Please see a counselor** to create an educational plan that is customized to meet your needs. This path is not a guarantee of course availability or financial aid applicability.

Catalog: 2026-27

Total Units: 18

First Year

Semester 1

9 Units

CAT.	COURSE	TITLE	UNIT
Maj	BUS 300	Introduction to Business	3
Maj	MKT 300	Principles of Marketing	3
Maj	MKT 310	Selling Professionally	3

Semester 2

9 Units

CAT.	COURSE	TITLE	UNIT
Maj	MKT 314	Advertising	3
Maj	MKT 330	Internet Marketing	3
Maj	MKT 334	Social Media Marketing Strategies	3

Legend

- **(H)** - Honors
- **Elec** - Elective
- **GE** - General Education
- **Maj** - Required Core
- **ME** - Major Elective

Disclaimer

Every effort has been made to ensure that what is listed in the SCC Program Paths are accurate. The courses, the course sequencing, and the programs are subject to change without notice by the administration of the Los Rios Community College District and Sacramento City College at the discretion of the district and Sacramento City College. Further, Sacramento City College reserves the right to amend any course or program.

PLEASE SEE AN SCC COUNSELOR.

Certificate of Achievement Requirements

Certificates of Achievement require a grade of "C" or better in each major course.

Important Links

- SCC General Counseling
- Business Department
- Business & Industry Meta Majors

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