

# MARKETING CERTIFICATE

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**PROGRAM CODE:** 1C21098N

Financial Aid Eligible

The **Marketing Certificate** provides students with the necessary skills to carry out the key marketing functions in a business environment including developing, pricing, promoting, and distributing products and services. To earn a certificate, complete the required courses as listed with a grade of C or better. At least 50% of all course work must be completed at Cypress College. This certificate requires a total of 19-21 units.

Code	Title	Units
<b>Required Courses are listed in suggested sequence (16 units):</b>		
BUS 100 C	Introduction to Business	3
BUS 103 C	Principles of Advertising	3
BUS 222 C	Principles of Marketing	3
BUS 208 C	Principles of Selling	3
or BUS 261 C	Small Business Management	
or BUS 262 C	Principles of Management	
BUS 210 C	Consumer Behavior	3
COUN 139 C	Career Exploration	1
<b>Electives (select one course from the courses listed below 3-5 units)</b>		<b>3-5</b>
BUS 205 C	Multicultural Markets in U.S.	3
BUS 224 C	International Marketing	3
BUS 201 C	Small Business Promotion	3
ACCT 101 C	Financial Accounting	5
BUS 151 C	Business Mathematics	3
<b>Total Units</b>		<b>19-21</b>

## Program Student Learning Outcomes:

**OUTCOME 1:** The Marketing department seeks to create a dynamic learning eco-system that prepares students for careers, position advancements and/or higher-level degrees through practical, real-world and community experiences in and out of the classroom.

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[http://www.curricumnet.com/Cypress/reports/program\\_report.cfm?programs\\_id=1394](http://www.curricumnet.com/Cypress/reports/program_report.cfm?programs_id=1394)