

MARKETING, CERTIFICATE

Program Code: CC.MARKETING

This certificate focuses on technical marketing skills in areas such as need identification, product and service development, determining price, communicating information to potential customers, and distributing the products to customers.

For information contact Beverly Forney, 503-594-3115 or beverlyf@clackamas.edu.

Outcomes

Related Instruction Outcomes

Computation

- 1 course - BA-104 Business Math
- Use appropriate mathematics to solve problems

Communication

- 1 course - WR-121Z Composition I
- Read actively, think critically, and write purposefully and capably for professional audiences

Human Relations

- 1 course - BA-285 Human Relations in Business
- Engage in ethical communication processes that accomplish goals

Program Outcomes

Upon successful completion of this program, students should be able to:

- demonstrate the skills necessary for entry-level employment in areas such as retail and wholesale sales, marketing management, market research and advertising and distribution;
- develop a business plan;
- develop a marketing plan;
- develop a promotional plan;
- launch an entrepreneurial endeavor;
- prepare and deliver effective presentations;
- demonstrate an understanding of fundamental business concepts through the integration of the functional areas of business into a comprehensive plan.

Requirements

| Fall Term | | Credits |
|---------------------------------|------------------------------------|-----------|
| BA-101Z | Introduction to Business | 4.00 |
| BA-131 | Introduction to Business Computing | 4.00 |
| Select one of the following: | | 4.00 |
| MTH-050 | Technical Mathematics I | |
| MTH-065 | Algebra II | |
| Higher Level Math or Statistics | | |
| WR-121Z | Composition I | 4.00 |
| Credits | | 16 |
| Winter Term | | |
| BA-223 | Principles of Marketing | 4.00 |
| BA-270 | Social Media Marketing | 4.00 |

| BA-239 | Advertising | 4.00 |
|----------------------|---|-----------|
| BA-285 | Human Relations in Business | 4.00 |
| Credits | | 16 |
| Spring Term | | |
| BA-205 | Business Communications With Technology | 4.00 |
| BA-226Z | Introduction to Business Law | 4.00 |
| BA-238 | Sales | 4.00 |
| BA-261 | Consumer Behavior | 4.00 |
| Credits | | 16 |
| Total Credits | | 48 |

Courses in this program can be applied to satisfy elective requirements in the **Business AAS**.

Careers

Career opportunities include:

- wholesale and manufacturing sales representative
- insurance and financial sales agents
- marketing and advertising assistants