

**Crafton Hills College**  
**Certificate of Achievement**  
**MARKETING MANAGEMENT**  
**2015-2016**

Student Name: \_\_\_\_\_

ID #: \_\_\_\_\_

Date: \_\_\_\_\_

Counselor: \_\_\_\_\_

The objective of this certificate program is to provide entry-level, marketable employment skills to equip the student with a basic understanding of the terminology and basic concepts/procedures used in the marketing field, and to acquaint the student with the various sub-functions within the overall field of marketing. Completion of the certificate program will prepare the student for entry-level employment in a variety of related occupations including retail sales clerk, outside sales representative, advertising, merchandiser, distribution, or customer service representative.

**Certificate Requirements:**

Students intending to earn a certificate from Crafton Hills College must complete no less than 50 percent of the courses required for the certificate in residence at Crafton Hills College and must earn a "C" or better in all coursework required as a part of the certificate.

**Completion of the following 32 units qualifies the student for the Marketing Management Certificate:**

<b>REQUIRED Courses:</b>		<b>Units</b>	<b>IP</b>	<b>Need</b>	<b>Grade</b>
ACCT 208	Introduction to Financial Accounting	4			
BUSAD 100	Introduction to Business	3			
BUSAD 105	Entrepreneurship and Small Business Management	3			
BUSAD 145 <b>or</b> COMMST 145	Business Communication	4			
BUSAD 155 <b>or</b> COMMST 155 <b>or</b> COMMST 111 <b>or</b> 111H <b>or</b> COMMST 140	Human Relations in the Workplace <b>or</b> Interpersonal Communication <b>or</b> Small Group Communication	3			
CIS 101 <b>or</b> BUSAD 230	Introduction to Computer & Information Technology <b>or</b> Using Computers for Business	3			
CIS 111	Web Page Programming and Design	3			
CIS 163	Introduction to PhotoShop	3			
MARKET 100	Marketing Principles	3			
MARKET 110	Advertising	3			
<b>Total Required Units:</b>		<b>32</b>			

A student receiving a certificate in this field will be able to:

- Demonstrate the ability to explain and apply marketing principles pertaining to promotion, advertising, public relations, and personal selling
- Demonstrate the ability to explain the major legislative acts and issues in ethics and social responsibility as they pertain to marketing and advertising
- Demonstrate the ability to explain the various trade alliance and market mechanisms affecting global marketing
- Demonstrate the ability to explain and apply the various types and sources of marketing research, product research, and media research information
- Demonstrate the ability to explain the functions of the operating and merchandising divisions within retailing operations