

CERTIFICATE OF ACHIEVEMENT

Required Courses

Course			Units
Maritime Industry	MARA	A151	(2)
Boat Handling and Seamanship	MARA	A152	(3)
Marine Basic Safety Training	MARA	A153	(4)
Yachtkeeping & Engine Maintenance	MARA	A154	(2)
Navigation for Deckhands	MARA	A155	(2)
Maritime Environment	MARA	A156	(2)

Subtotal: (15)

Select three (3) units from the following:

Any Marine Science			(1-3)
Any Foreign Language			(4-5)
Personal Financial Success	BUS	A120	(3)
Cooking Essentials	FN	A120	(1)
Health Education	HLED	A100	(3)
Personal Leadership	LEAD	A180	(3)
Intro to Sailing	MARA	A147	(1)
Intro to Keel Boats	MARA	A148	(1)
Intro to Ocean Sailing	MARA	A149	(1)
Fitness Programs I	PE	A107	(.5-3)
Strength and Conditioning	PE	A108	(.5-3)
Swimming	PE	A143	(.5-1.5)
Swimming for Fitness	PE	A146	(.5-2.5)

Subtotal: (3)

Total: (18)

CORE CURRICULUM

Required Courses

Course			Units
Intro to Business	BUS	A100	(3)
(Or)			
Honors Intro to Business	BUS	A100H	(3)
Professional Communication	BUS/MGMT	A239	(3)
Intro to Marketing	MKTG	A100	(3)
Professional Selling	MKTG	A110	(3)
Principles of Advertising	MKTG	A130	(3)
International Marketing	MKTG	A150	(3)

Total: 18

Students must complete core curriculum plus nine (9) units from the following list of courses:

Course			Units
Business Math	BUS	A125	(3)
Business English	BUS	A138	(3)
Public Relations	BUS	A140	(3)
Mass Communications	MCOM	A100	(3)
Direct Mail & Marketing	MKTG	A142	(1.5)

(9)

Total: (27)

ASSOCIATE DEGREES

Complete the Certificate of Achievement and either the Associate in Arts or Associate in Science Graduation Requirements as outlined in the Graduation Requirements section of the catalog.

MARKETING

The Marketing certificate programs are designed to train those individuals whose career paths involve the creative techniques of both oral and written sales presentations, advertising, and marketing. Courses emphasize the tools used by marketers, the environmental forces affecting the marketing process, sales communication skills, the major components of modern advertising and promotion, marketing research, and advertising planning and strategy. All courses must be completed with a grade of "C" or better.

GENERAL MARKETING

CERTIFICATE OF ACHIEVEMENT

Program Outcomes

Upon successful completion of the Certificate of Achievement in General Marketing, graduates will be able to:

Function effectively in a multitude of first-entry marketing positions using the skills, tools and principles they have acquired.

Communicate effectively and persuasively in personal, organizational, and selling environments.

Effectively apply and utilize their acquired knowledge of the principles of marketing to market and/or promote a business, product, or service.

INTERNATIONAL BUSINESS

CERTIFICATE OF ACHIEVEMENT

Program Outcomes

Upon successful completion of the Certificate of Achievement in International Business, graduates will be able to:

Function effectively in an entrepreneurial, managerial, or entry-level international business position using the skills, tools and principles they have acquired.

Effectively apply the international business principles they have learned to effectively facilitate international business transactions in a variety of settings.

Required Courses

Course			Units
Intro International Business	BUS	A118	(3)
Applied International Business	BUS	A119	(3)
Intro to Marketing	MKTG	A100	(3)
Professional Selling	MKTG	A110	(3)
International Marketing	MKTG	A150	(3)
Export/Import Procedures	MKTG	A152	(3)

Subtotal: (18)

Select three (3) units from the following:

Intro to Business (Or)	BUS	A100	(3)
Honors Intro to Business	BUS	A100H	(3)
International Business Law	BUS	A117	(3)
Business Math	BUS	A125	(3)
Professional Communication	BUS/MGMT	A239	(3)
Subtotal:			(3)
Total:			(21)

ASSOCIATE DEGREES

Complete the Certificate of Achievement and either the Associate in Arts or Associate in Science Graduation Requirements as outlined in the Graduation Requirements section of the catalog.

MARKETING

A grade of "C" or better is required in all courses and all courses must be taken at Orange Coast College.

Advertising

CERTIFICATE OF SPECIALIZATION

Program Outcomes

Upon successful completions of the certificate of specialization in Advertising, graduates will be able to:

1. Function effectively in entry-level advertising positions using the skills, principles, and tools they have acquired.
2. Effectively apply and utilize their acquired knowledge of the principles of advertising to promote a product, service, or business.

Required Courses

Course	Required Courses	Units
Principles of Advertising	MKTG A130	(3)
Graphic Design (4) (Or)	DMAD A182	(3-4)
Freehand Drawing (3)	ART A120	
Mass Communications (Or)	MCOM A100	(3)
Intro to Radio, TV & Film	FILM A150	
Total:		(9-10)

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Entry Level Marketing

A grade of "C" or better is required in all courses and all courses must be taken at Orange Coast College.

CERTIFICATE OF SPECIALIZATION

Program Outcomes

Upon successfully completing the Certificate of Specialization in entry-level marketing, graduates will be able to:

1. Function effectively in entry-level marketing positions using the skills, principles, and tools they have acquired.
2. Effectively apply and utilize the marketing principles and techniques they have learned to market a business, product, or service.

Required Courses

Course			Units
Intro to Marketing	MKTG	A100	(3)
Professional Selling	MKTG	A110	(3)
Principles of Advertising	MKTG	A130	(3)
Total:			(9)

International Business

A grade of "C" or better is required in all courses and all courses must be taken at Orange Coast College.

Program Outcomes

Upon successfully completing the Certificate of Specialization in International Business, graduates will be able to:

Function effectively in entry-level international business positions using the skills, principles, and tools they have acquired.

Effectively apply and utilize the international business principles and techniques they have learned to market a business from an international perspective.

CERTIFICATE OF SPECIALIZATION

Program Outcomes

Upon successfully completing the Certificate of Specialization in International Business, graduates will be able to:

Function effectively in entry-level international business positions using the skills, principles, and tools they have acquired.

Effectively apply and utilize the international business principles and techniques they have learned to market a business from an international perspective.

Required Courses

Course			Units
Intro International Business	BUS	A118	(3)
Intro to Marketing	MKTG	A100	(3)
Professional Selling	MKTG	A110	(3)
International Marketing	MKTG	A150	(3)
Total:			(12)

Sales

A grade of "C" or better is required in all courses and all courses must be taken at Orange coast College.

CERTIFICATE OF SPECIALIZATION

Program Outcomes

Upon successful completion of the Certificate of Specialization in Sales, graduates will be able to:

Function effectively in an entry-level sales position using the skills, principles, and tools they have acquired.

Communicate effectively and persuasively in personal, organizational, and selling environments.

Required Courses

Course			Units
Professional Communication	BUS/MGMT	A239	(3)
Professional Selling	MKTG	A110	(3)
Interpersonal Communication	SPCM	A100	(3)
(Or)			
Public Speaking	SPCM	A110	(3)
Total:			(9)

MEDICAL ASSISTING

CMA ELIGIBLE PROGRAM

The Medical Assisting program includes specific business and medical courses that prepare students for employment as clinical or administrative assistants in medical offices, clinics, hospitals, or in related medical and business fields. The coursework can be completed in three or four semesters, and includes on-the-job experience in a medical office or a clinic.

The Orange Coast College Medical Assisting program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) on recommendation of the Curriculum Review Board of the American Association of the Medical Assistants' Endowment (AAMAE). Address: CAAHEP, 35 East Wacker Drive, Suite 1970, Chicago, IL 60601-2208, telephone (312) 553-9355. Such accreditation permits graduates of this program to take the National Certified Medical Assistant examination immediately after they graduate.

The medical assisting profession is highly diversified, and the work is challenging and personally rewarding. Employment opportunities are excellent in the expanding health care field.

Program Outcome

The graduates of the program will be prepared for entry-level employment as a professional and competent Medical Assistant to meet the needs of the local health care community.