

SANTA ANA COLLEGE Contemporary Marketing

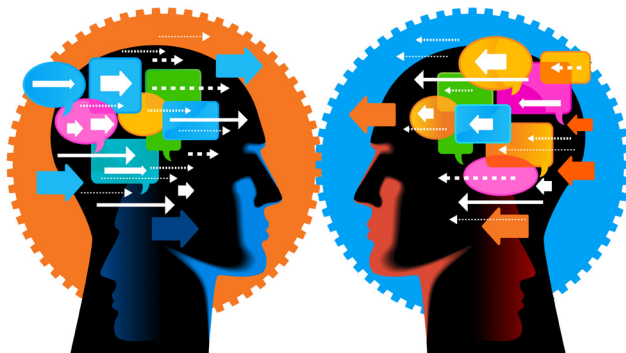
Certificate Requirements

	Units
Core Class	3
Advertising & Distribution Track	4
21st Century Marketing Track	4
Sales Track	4
International Marketing Track	4
Total Units	19

Finish in 1 Year !

**It's your Moment to
Start a Movement**

Negotiate



Program Information

GBE Department website:
www.sacgbe.org

Faculty

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Contemporary Marketing

CERTIFICATE



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Santa Ana College

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Start Here

Core Class:

Complete this 3 unit - full semester class

MKTG 113 - Principles of Marketing

Complete All Sequence Courses offered in Fall and Spring

Advertising & Distribution Track
21st Century Marketing Track
Sales Track
International Marketing Track

Create



Required Fall Classes

Sequential Classes

Advertising & Distribution Track Offered Online

MKTG 125 - Advertising & Promotion - Get the Word Out & Keep your Customers Buying (2 units - 8 weeks)

MKTG 126 - Distributing Products & Services - Reaching Customers Where They Shop (2 units - 8 weeks)

21st Century Marketing Track Thursday nights, 6-10 pm on campus

MKTG 123 - Marketing and Technology - Trends and Cutting Edges (1 unit - 4 weeks)

MKTG 124 - Cause Marketing and Public Relations - Doing Well by Doing Good (1 unit - 4 weeks)

ENTR 105 - Social Media and Bootstrap Marketing (2 units - 8 weeks)

Initiate



Required Spring Classes

Sequential Classes

Sales Track Offered Online

MKTG 120 - Understanding Consumer Behavior - Getting them to Buy, Buy, Buy (1 unit - 4 weeks)

MKTG 121 - Negotiating - Getting to a Win-Win (1 unit - 4 weeks)

MKTG 122 - Sales Strategies that Build Business Relationships & Increase Sales (2 units - 8 weeks)

International Marketing Track Thursday nights, 6 - 10 pm on campus

Bus 141 - The Globalization of Marketing (1 unit - 4 weeks)

Bus 142 - International Market Research and Planning (1 unit - 4 weeks)

Bus 143 - Promoting Products & Services for Export (1 unit - 4 weeks)

Bus 145 - Channels of Distribution in International Markets (1 unit - 4 weeks)

NOTE: Sequential classes run 4 or 8 weeks each. Take all of the classes in a track and you will finish the entire sequence in 1 semester.