

Marketing (Certificate of Achievement)

The Marketing Certificate prepares students for entry-level marketing positions. The program is designed so students will obtain a working knowledge of the marketing concepts of product, price, promotion, and distribution in both domestic and international marketplaces. This certificate prepares students for marketing training positions that require a working knowledge of marketing principles.

| SEMESTER | COURSE | UNIT(S)/TRANSFER |
|-------------------|---|---------------------------|
| 9th Grade Sem 1 | GUID 3: Career Exploration and Life Planning (Optional) | 3 units, UC/CSU |
| 9th Grade Sem 2 | BUSMKT 13: Professional Selling | 3 units, CSU Only |
| 10th Grade Summer | | |
| 10th Grade Sem 1 | BUSMKT 40: Marketing Principles | 3 units, CSU Only |
| 10th Grade Sem 2 | BUSMKT 55: Advertising | 3 units, CSU Only |
| 11th Grade Summer | | |
| 11th Grade Sem 1 | BUSMKT 410: Marketing Using Social Media | 3 units, Non-transferable |
| 11th Grade Sem 2 | BUSMKT 420: Customer Service | 3 units, Non-transferable |
| 12th Grade Summer | | |
| 12th Grade Sem 1 | BUSL 435: The Law of Marketing and Business Competition | 3 units, Non-transferable |
| 12th Grade Sem 2 | BUSMKT 405: International Marketing | 3 units, Non-transferable |
| TOTAL: | | 21-24 Units |

This program map from the 2025–2026 catalog year represents one possible pathway through the program and is for reference only. Make an appointment with a Dual Enrollment Counselor to create a customized education plan that fits your needs.

For more information and to make an appointment with a Chaffey Dual Enrollment counselor, please visit www.chaffey.edu/dual-enrollment or call (909) 652-6156

**Questions?
Need Support?**
Connect with the [Dual Enrollment Team »](#)

