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# MARKETING

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Marketing consists of activities that direct the flow of goods and services from producer to consumer. This may include product development, retail management, distribution, advertising, and personal selling. This broad field offers many employment opportunities and the course offerings at Las Positas College provides students a solid foundation and preparation for entry level marketing positions. Students may pursue courses, degrees and certificates to upgrade skills and prepare them for work or transfer to a four-year college or university.

### Programs of Study

#### Degrees:

- [AA – Marketing](#)

#### Certificates of Achievement:

- [Marketing](#)
- [Retailing](#)