

PROGRAM OF STUDY

Marketing Certificate of Achievement

This Department offers a comprehensive program for transfer and non-transfer students. The first two years of coursework in preparation for a four-year degree in Accounting and/or Business Administration may be completed, or students may earn associate degrees and/or certificates while exploring areas of personal interest or job enrichment. The Department offers a variety of courses in Accounting, Bookkeeping, Business Administration, International Business, Business Mathematics, Management, Finance, Investing, Marketing, Salesmanship, Electronic Commerce, Advertising, Ethics, Law, Conflict Resolution and Managing Diversity in the Workplace. Associate Degrees and Certificates are designed to allow students to specialize in a particular area, and are especially useful for persons seeking a first job, or looking to advance in a current career.

Student Learning Outcome:

Analyze key issues relating to marketing principles, design marketing strategies, and integrate those strategies in business operations.

Program Requirements:

		Units
BUS 100	Introduction to Business	3 - 0
BUS 110	Principles of Management	3 - 0
BUS 140	Principles of Marketing	3 - 0
BUS 141	Principles of Advertising	3 - 0
BUS 142	Principles of Selling	3 - 0
BUS 190	Principles of Electronic Commerce	3 - 0
or		
BUS 192	E-Business Strategy	3 - 0
BUS 211	Business Law	3 - 0

Total Units

21

PID 19