

BUSINESS: MARKETING

- CERTIFICATE OF ACHIEVEMENT LEVEL 3

The Business Department offers Associate in Science degrees and certificate programs in three major areas: Entrepreneurship, Management, and Marketing. The degree programs require a total of 60 units; of which, 24 units are selected from General Education areas and the remaining 36 units are selected from a business major concentration. Several levels of certificates are available in each of the three areas of concentration. The certificate programs can be completed without the requirements of General Education. A "C" grade or better is required in all degree and certificate major and major elective courses.

The business programs are designed for students who are planning to begin a business career, preparing to assume positions of responsibility, or planning to operate their own businesses. The following is a brief description of the emphasis in Marketing: In a competitive business environment today, technology comes and goes; however, one skill remains constant—the ability to market. This program is designed for those students who are interested in pursuing a career in one of the most exciting careers in existence. Completion of this program will prepare students to seek employment in marketing and sales in a variety of domestic and international businesses including hi-tech, retail, advertising, and consumer or industrial products.

CAREER OPTIONS:

- Marketing Assistant
- Assistant Product Researcher
- Retail Sales

Upon successful completion of this program, students will be able to:

- Identify the purpose of business and its functional objectives.
- Explain fundamental business structure and basic organizational responsibilities.
- Apply an understanding and working knowledge of basic business terminologies.
- Demonstrate familiarity with basic elements of managing a small business or its components.
- Describe various business functions in order to prepare for employment in business or to prepare for advancement into upper division course work.
- Interpret and communicate findings of financial information for management, investors, clients, stakeholders, and other interested users.
- Demonstrate the basic applications of presentation, advertising, and promotion which emphasize integrated marketing communication to a diverse audience.
- Practice effective written and oral skills in explaining solutions to practical business problems.
- Provide an intelligent interpretation of and show a proper use of business statements.
- Explain how legal concepts are sustained by the various laws and regulations affecting business, managers, employees, investors, customers, and suppliers.

- Identify key issues, research relevant data, and show evidence of analytical thinking about possible solution for business opportunities and problems.
- Demonstrate the ability to work and interact effectively with individuals of differing interests, genders, orientations, backgrounds, professions and laws in a global environment.
- Examine the impacts of solutions to economic, ethical, and legal dilemmas presented with working in the international marketplace.
- Explain the importance of the practice high ethical standards in all contacts with various stakeholders by all members of the business community.
- Demonstrate how to develop, recognize, and practice high ethical standards in all contacts with various stakeholders which maintain equity and implement fair business practices.
- Analyze the inter-relationship of legal, ethical, social, and philanthropic efforts of a business as it relates to the business products, services and activities.
- Collect, classify, and record data used to create intelligent information for business decision making.
- Show familiarity with applications of technology in the communication and marketing of business products or services.
- Create and produce documentable solutions to business problems and challenges.
- Prepare reports and papers consistent with the goals and objectives of marketing communication in a proper format

Certificate Requirements

Course	Title	Credits
Complete one of the following courses:		
ACCTG 020	Financial Accounting	
-OR-		
ACCTG 101	Bookkeeping for Small Business	
Required Courses:		
BUS 071	Legal Environment of Business	3
BUS 082	Introduction to Business	3
BUS 112	Advertising, Promotion, and Sales	3
BUS 120	Marketing Principles	3
CIS 041	Introduction to Computer Information Systems	3
<i>Plus an additional 12-14 units from the following:</i>		<i>12-14</i>
ACCTG 021	Managerial Accounting	5
BUS 068	Entrepreneurship and Small Business Management	3
BUS 113	Principles of Management	3
BUS 124	International Marketing	3
BUS 126	Retail Management	3
BUS 135	Human Relations and Leadership	3
Total Units		30-34