

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.

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 could include: Marketing Assistant, Assistant Product Researcher or Retail Sales.

Program Learning Outcomes

- 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
Choose one of the following:		3-5
ACCTG 020	Financial Accounting	
-OR-		
ACCTG 101	Bookkeeping for Small Business	
Plus ALL of the following:		
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
Complete 12-14 units from the following:		12-14
ACCTG 021	Managerial Accounting	
BUS 068	Entrepreneurship and Small Business Management	
BUS 113	Principles of Management	
BUS 124	International Marketing	
BUS 126	Retail Management	
BUS 135	Human Relations and Leadership	
Total Units		30-34