# BUSINESS: FOUNDATIONS OF MARKETING - CERTIFICATE OF ACCOMPLISHMENT

**Plan Code: 4153**

This program may prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in a small/medium-sized business, in functions such as sales, advertising or product development.

## Program Student Learning Outcomes

- Describe the basic terminologies and fundamental concepts of marketing.
- Recognize the impact of marketers and the marketing function on social responsibility and ethics.

## Program Requirements

| Code Number | Course Title | Units |
|---|---|---|
| **REQUIRED COURSES** | | |
| GBUS 25 | Digital and Social Media | 3 |
| or BCOM 25 | Digital and Social Media | |
| MKTG 40 | Salesmanship | 3 |
| MKTG 41 | Marketing Communications | 3 |
| MKTG 47 | Essentials of Marketing | 3 |
| **Total Units** | | **12** |