

# BUSINESS: FOUNDATIONS OF MARKETING - CERTIFICATE OF ACCOMPLISHMENT

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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
<b>REQUIRED COURSES</b>		
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
<b>Total Units</b>		<b>12</b>