

BUSINESS: MARKETING - CERTIFICATE OF ACHIEVEMENT

Plan Code: 3153

This program will prepare a student for advancement into an Associate in Arts Business: Marketing pathway 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

- Demonstrate a strong understanding of the language and theories of the marketing functions within an organization.
- Identify the role that ethics, social responsibility, and diversity play in developing and implementing marketing objectives.

Program Requirements

Code Number	Course Title	Units
REQUIRED COURSES		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A or ACCTG 200	Financial Accounting Introduction to Accounting	3-5
GBUS 25 or BCOM 25	Digital and Social Media Digital and Social Media	3
MKTG 40	Salesmanship	3
MKTG 41	Marketing Communications	3
MKTG 47	Essentials of Marketing	3
Total Units		21-23