CERTIFICATE PROGRAM

BUSINESS MARKETING CERTIFICATE

The Marketing program provides students with education and training needed for entry level marketing positions in areas such as government, retail, banking, and hospitality. These positions require students who are mature, adaptable, analytical, and who have good organizational and communication skills. Students who intend to pursue a four-year business degree should follow the Business Administration major.

ALL REQUIRED COURSES FOR THIS CERTIFICATE MUST BE COMPLETED WITH A GRADE OF "C" OR BETTER.

Twenty-five (25) units required for the certificate

I. Required courses for the certificate

BUS	**124**	**Introduction to Business**	**3.0**
BUS	126	Bus & the Legal Environment	3.0
BUS/AG	132	Business Management	3.0
BUS	144	Principles of Marketing	3.0
BUS	210	Prin of Financial Accounting	4.0
BUS	260	Business Communications	3.0
CIS	101	Intro to Information Systems	3.0

II. Acceptable courses for the certificate (minimum of three units from the following courses)

BUS	010	Practical Accounting	3.0
BUS	060	Essentials of Wkpl Correspondence	3.0
BUS	134	Management Concepts of Supervision	3.0
BUS	136	Human Relations in Mgmt	3.0
BUS	140	Business Retailing	3.0
BUS	142	Practical Salesmanship	3.0
BUS	148	Personal Finance	3.0
BUS	220	Prin of Managerial Accounting	4.0
CIS	**102**	**Computer Applications Laboratory**	**1.0**
CIS	108	Computer Accounting	3.0
CIS	124	Excel I	1.0
CIS	125	Excel II	1.0
ECON	101	Intro to Microeconomics	3.0
ECON	102	Intro to Macroeconomics	3.0
WE	201	Employment Readiness	1.0
WE	220	Internship	1.0

ASSOCIATE DEGREE PROGRAM

BUSINESS MARKETING MAJOR - A.S. DEGREE

The Marketing program provides students with education and training needed for entry level marketing positions in areas such as government, retail, banking, and hospitality. These positions require students who are mature, adaptable, analytical, and who have good organizational and communication skills. Students who intend to pursue a four-year business degree should follow the Business Administration major.

ALL REQUIRED COURSES FOR THIS MAJOR MUST BE COMPLETED WITH A GRADE OF "C" OR BETTER.

Twenty-five (25) units required for the major

I. Required courses for the major

BUS	**124**	**Introduction to Business**	**3.0**
BUS	126	Bus & the Legal Environment	3.0
BUS/AG	132	Business Management	3.0
BUS	144	Principles of Marketing	3.0
BUS	210	Prin of Financial Accounting	4.0
BUS	260	Business Communications	3.0
CIS	101	Intro to Information Systems	3.0

II. Acceptable courses for the major (minimum of three units from the following courses)

BUS	010	Practical Accounting	3.0
BUS	060	Essentials of Wkpl Correspondence	3.0
BUS	134	Management Concepts of Supervision	3.0
BUS	136	Human Relations in Mgmt	3.0
BUS	140	Business Retailing	3.0
BUS	142	Practical Salesmanship	3.0
BUS	148	Personal Finance	3.0
BUS	220	Prin of Managerial Accounting	4.0
CIS	**102**	**Computer Applications Laboratory**	**1.0**
CIS	108	Computer Accounting	3.0
CIS	124	Excel I	1.0
CIS	125	Excel II	1.0
ECON	101	Intro to Micro Economics	3.0
ECON	102	Intro to Macro Economics	3.0
WE	201	Employment Readiness	1.0
WE	220	Internship	1.0