



**A Course of Study for
BUSINESS**

Business Managers coordinate business activities in both private industry and public agencies. They are responsible for operations, maintenance, purchasing, planning, organizing, budgeting, and directing the work of the employees. Business executives are the higher-level management staff, directing the activities of the firm. They develop and administer policies to maximize profits. They also direct financial programs and develop policies aimed at maintaining good relations with the public, stockholders, employees, and customers.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

PROGRAMS OFFERED

- Transfer Preparation

DEGREES AND CERTIFICATES

- Business Administration Associate Degree for Transfer (*refer to Business Administration sheet*)
- Business Associate Degree
- Business Information Worker 1
- Insurance Professional Associate Degree
- Logistics/Supply Chain Management Associate Degree
- Management/Leadership Associate Degree
- Sales and Promotion Associate Degree (*formerly Merchandising*)
- Business Information Worker 1
- Entrepreneurship Certificate of Achievement
- Insurance Professional Certificate of Achievement
- Insurance Specialist Certificate of Achievement
- International Business Certificate of Achievement
- Logistics/Supply Chain Management Certificate of Achievement
- Management/Leadership Certificate of Achievement
- Marketing Certificate of Achievement
- Sales and Promotion Certificate of Achievement (*formerly Merchandising*)

NOTE: There are three or four Core courses in all Business Certificates of Achievement (except Insurance Specialist). These Core courses are required for all students, and should be completed BEFORE taking Concentration courses. Moreover, Business 1 should be completed BEFORE enrolling in other Core courses.

- Business Entrepreneurship Department Certificate
- Business: Salon Business Department Certificate (*see Cosmetology*)
- Business International Department Certificate
- Business Logistics and Supply Management Department Certificate
- Business Management Department Certificate
- Business Marketing Department Certificate
- Business: Sales and Promotion Department Certificate (*formerly Merchandising*)

ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

DEPARTMENT CERTIFICATE REQUIREMENTS

A Department Certificate is granted upon successful completion of a program of study with a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

Note: Department Certificates are not noted on student transcripts. Students must submit a petition to the relevant academic department to be awarded a Department Certificate.

CATALOG RIGHTS

A student may satisfy the requirements of a degree that were in effect at any time of the student's **continuous** enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

TRANSFER PREPARATION

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at assist.org.

A listing of private, nonprofit California colleges and universities can be found online at aiccu.edu. For articulation agreements between SMC and some of these institutions see smc.edu/articulation.

The **University of California system has a transfer pathway** for any UC campus that offers Business Administration. For more information, visit pathwaysguide.universityofcalifornia.edu

BUSINESS, ASSOCIATE DEGREE

PLEASE NOTE: This is NOT the CSU transfer degree. For details about the Business Administration Associate in Science for Transfer (AS-T) to CSU, please see above.

This program prepares students for careers in business. Students can personalize their area of study by selecting any business courses below or they can choose to focus on a particular area of study including marketing, entrepreneurship or finance. Business professionals are responsible for operations, maintenance, purchasing, planning, organizing, budgeting, and directing employees. Promotion to executive level positions may involve higher-level management or staff, as well as overseeing corporate activities such as financial programs and policies.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, and identify and resolve ethical dilemmas in the domestic and global business environment.

AREA OF EMPHASIS: (24 UNITS)

Required Core Courses: (12 units)

ACCTG 1, Principles of Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

BUS 1, Introduction to Business (3)

BUS 5, Business Law and the Legal Environment (3)

BUS 32, Business Communications (3)

Using the electives below, students may focus on a particular area of interest (including Marketing, Insurance, Global Trade & Logistics, Entrepreneurship/Small Business Management, Finance, Management/Leadership, Retail/Hospitality/Tourism, and/or General Business) or may create their own area of study by selecting a combination of courses that meets career goals: (12 units minimum required)

MARKETING

BUS 20, Principles of Marketing (3)

BUS 22, Introduction to Advertising (3)

BUS 23, Principles of Selling (3)

BUS 26, Marketing Research and Consumer Behavior (3)

BUS 28, Marketing Promotion (3)

BUS 29, Public Relations and Publicity (3) *(same as JOURN 43)*

BUS 33, Broadcast Advertising (3) *(same as MEDIA 18)*

BUS 34, Introduction to Social and Media Marketing (3)

INSURANCE

BUS 15, Introduction to Insurance with Code and Ethics (2)

BUS 16, Personal Insurance (3)

BUS 17, Property and Liability Insurance (3)

BUS 18, Commercial Insurance (3)

BUSINESS, ASSOCIATE DEGREE CONTINUED...**GLOBAL TRADE AND LOGISTICS**

- BUS 50**, Introduction to International Business (3)
- BUS 51**, Intercultural Business Communication (3)
- BUS 52**, International Marketing (3)
- BUS 53**, Importing and Exporting (3)
- BUS 54**, International Management (3)
- BUS 55**, Southern California's International Connections (3)
- BUS 80**, Principles of Logistics (3)
- BUS 81**, Transportation Management (3)
- BUS 82**, Supply Chain Management (3)
- BUS 83**, Operations Management (3)
- BUS 84**, Introduction to Procurement (3)

ENTREPRENEURSHIP/SMALL BUSINESS MANAGEMENT

- BUS 8**, Law for the Entrepreneur (3)
- BUS 9**, Intellectual Property for the Entrepreneur (3)
-
- BUS 9**, Intellectual Property for the Entrepreneur (3)
- or*
- BUS 10**, Intellectual Property for the Entrepreneur (1)
-
- BUS 27**, Introduction to E-Commerce (3) *(formerly same as CIS 27)*
- BUS 63**, Principles of Entrepreneurship (3)
- BUS 66**, Entrepreneurial Mindset (1)
- BUS 68**, Design Thinking (1)
- BUS 69**, Success in the Gig Economy (1)

FINANCE

- BUS 45**, Individual Financial Planning (3) *(same as ACCTG 45)*
- BUS 46**, Introduction to Investments (3)
- BUS 47**, Understanding Money for Lifelong Success (1) *(same as COUNS 47)*

MANAGEMENT/LEADERSHIP

- BUS 65**, Management Principles (3)
- BUS 67**, Business Strategies (3)
- BUS 72**, Organizational Management and Leadership (3)
- BUS 76**, Human Resource Management (3)
- BUS 79**, Bargaining and Negotiations (3)

RETAIL/HOSPITALITY/TOURISM

- BUS 11**, Introduction to the Hospitality Industry (3)
- BUS 21**, Merchandising Principles (3)
- BUS 25**, Advertising Display (3)

GENERAL BUSINESS

- BUS 6**, Advanced Business Law (3) *(same as ACCTG 26)*
- BUS 62**, Human Relations and Ethical Issues in Business (3)
- BUS 64**, Business Protocol and Professionalism (1)

BUSINESS INFORMATION WORKER 1, ASSOCIATE DEGREE AND CERTIFICATE OF ACHIEVEMENT (21 UNITS)

The Business Information Worker (BIW) program prepares students for entry-level office and administrative support in a variety of job positions, including general office clerks, retail salespersons, customer service representatives, receptionists, and information clerks. Students learn basic oral and written communications, basic computer application skills, including beginning Excel, Word, and Outlook, and the fundamentals of computer systems. Graduates of this program bring critical thinking and problem solving skills as well as interpersonal skills essential to the workplace. With a solid foundation in Microsoft Windows and Office, as well as strong digital and web literacy skills, students will be prepared to meet the workforce demands of today's business environment.

Program Learning Outcomes: Upon completion of the program, students will: Demonstrate proficiency in Windows, Microsoft Office applications, as well as strong digital and web literacy skills.

Apply professional communication techniques in an office environment.

Employ interpersonal and critical thinking skills as well as problem solving.

AREA OF EMPHASIS: (21 UNITS)**Required Courses:**

- BUS 32, Business Communications (3)**
- BUS 62, Human Relations And Ethical Issues In Business (3)**
- CIS 1, Introduction to Computer Information Systems (3)**
- CIS 30, Microsoft Excel (3)**
- CIS 37, Microsoft Word (3)**
- CIS 39, MS Outlook - Comprehensive Course (3)**
- OFTECH 1, Keyboarding I (3)**

ENTREPRENEURSHIP, CERTIFICATE OF ACHIEVEMENT (24 UNITS)

This Program provides students the opportunity to develop the skills needed to analyze business issues and explore their own entrepreneurial vision as they produce a thorough business plan. The coursework leads to a strong foundation in entrepreneurship. SMC collaborates with the National Association for Community College Entrepreneurship (NACCE).

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and produce a thorough written business plan.

AREA OF EMPHASIS: (21-23 UNITS)**Required Core Courses:**

ACCTG 1, Introduction to Financial Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

or

CIS 35, QuickBooks (3)

BUS 1, Introduction to Business (3)

BUS 5, Business Law and the Legal Environment (3)

or

BUS 8, Law for the Entrepreneur (3)

BUS 20, Principles of Marketing (3)

BUS 63, Principles of Entrepreneurship (3)

Select 2 or more courses from the following if not used above: (6 units minimum)

ACCTG 1, Introduction to Financial Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

BUS 5, Business Law and the Legal Environment (3)

BUS 8, Law and Entrepreneurship (3)

BUS 9, Intellectual Property for the Entrepreneur (3)

or

BUS 10, Intellectual Property of the Entrepreneur (1)

BUS 23, Principles of Selling (3)

BUS 27, Introduction to E-Commerce (3) *(formerly same as CIS 27)*

BUS 32 Business Communications (3)

BUS 34, Introduction to Social Media Marketing (3)

BUS 45, Individual Financial Planning (3) *(same as ACCTG 45)*

BUS 50, Introduction to International Business (3)

BUS 53, Importing and Exporting (3)

BUS 62, Human Relations and Ethical Issues in Business (3)

BUS 65, Management Principles (3)

BUS 66, Entrepreneurial Mindset (1)

BUS 68, Design Thinking for the Entrepreneur (1)

BUS 69, Success in the Gig Economy (1)

BUS 80, Principles of Logistics (3)

CIS 35, QuickBooks (3)

BUSINESS ENTREPRENEURSHIP, DEPARTMENT CERTIFICATE

This department certificate is a focuses short-term version of the Certificate of Achievement designed to expose students to the various aspects of Entrepreneurship.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and produce a thorough written business plan or proposal.

AREA OF EMPHASIS: (12-15 UNITS)

Required Courses:

ACCTG 1, Introduction to Financial Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

or

CIS 35 QuickBooks (3)

BUS 1, Introduction to Business (3)

BUS 63, Principles of Entrepreneurship (3)

Select 1 or more courses for a total of at least 3 units:

BUS 5, Business Law and the Legal Environment (3)

BUS 8, Law and Entrepreneurship (3)

BUS 9, Intellectual Property for the Entrepreneur (3)

or

BUS 10, Intellectual Property of the Entrepreneur (1)

BUS 20, Principles of Marketing (3)

BUS 23, Principles of Selling (3)

BUS 27, Introduction to E-Commerce (3) *(formerly same as CIS 27)*

BUS 32, Business Communications (3)

BUS 34, Introduction to Social Media Marketing (3)

BUS 45, Individual Financial Planning (3) *(same as ACCTG 45)*

BUS 50, Introduction to International Business (3)

BUS 53, Importing and Exporting (3)

BUS 62, Human Relations and Ethical Issues in Business (3)

BUS 65, Management Principles (3)

BUS 66, Entrepreneurial Mindset (1)

BUS 68, Design Thinking for the Entrepreneur (1)

BUS 69, Success in the Gig Economy (1)

BUS 80, Principles of Logistics (3)

BUS 82, Supply Chain Management (3)

INSURANCE PROFESSIONAL, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program prepares students for highly skilled positions in the insurance industry, such as claims adjuster, examiner, investigator, salesperson, legal support worker or insurance underwriter. Course offerings include personal insurance, property and liability insurance, commercial insurance and ethics, among others.

Program Learning Outcomes: Upon completion of this program, students will demonstrate coherent and comprehensive understanding of various types of insurance products, including personal, property and liability, and commercial insurance.

AREA OF EMPHASIS: (26-28 UNITS)

Required Courses:

ACCTG 1, Introduction to Financial Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

BUS 1, Introduction to Business (3)

BUS 5, Business Law and the Legal Environment (3)

BUS 15, Introduction to Insurance with Code and Ethics (2)

BUS 16, Personal Insurance (3)

BUS 17, Property and Liability Insurance (3)

BUS 18, Commercial Insurance (3)

BUS 32, Business Communications (3)

CIS 30, Microsoft Excel (3) *(formerly CIS 31)*

or

ACCTG 31A, Excel for Accounting (3)

INSURANCE SPECIALIST, CERTIFICATE OF ACHIEVEMENT

This program prepares students for highly skilled positions in the insurance industry, such as claims adjuster, examiner, investigator, salesperson, legal support worker or insurance underwriter. Course offerings include personal insurance, property and liability insurance, commercial insurance and ethics, among others.

Program Learning Outcomes: Upon completion of this program, students will demonstrate coherent and comprehensive understanding of various types of insurance products, including personal, property and liability, and commercial insurance.

AREA OF EMPHASIS: (11 UNITS)

Required Courses:

BUS 15, Introduction to Insurance with Code and Ethics (2)

BUS 16, Personal Insurance (3)

BUS 17, Property and Liability Insurance (3)

BUS 18, Commercial Insurance (3)

INTERNATIONAL BUSINESS, CERTIFICATE OF ACHIEVEMENT

After successful completion of the International Business Certificate program, the student demonstrates the skills, knowledge, and training for entry-level positions in multinational companies and incorporates the global business perspectives in to their current assignment. The student's knowledge and skills will include the ability to analyze global business opportunities as well as interact with others from different cultures. Individuals are able to prepare basic international commercial and shipping documents as well as to understand the issues that are involved in a global business operation. To gain a competitive edge in today's emerging marketplace, companies need professionals who know how to streamline diverse, supply-side activities on global scale. If your aim is to extend your professional influence to the international market, the International Business Department Certificate can help. Our program consists of, hybrid, online and on ground classes to optimize your time and energy for a degree at Santa Monica College.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and apply business principles to international trade issues in the context of global citizenship

Upon completion of the program students will: analyze global business opportunities; compare and contrast the role that culture plays in global business operations; describe and compare international commercial and shipping documents; resolve ethical dilemmas in the domestic and global business environment, and apply business principles to international trade issues in the context of global citizenship.

AREA OF EMPHASIS: (24 UNITS)

Required Core Courses:

- BUS 1**, Introduction to Business (3)
- BUS 32**, Business Communications (3)
- BUS 50**, Introduction to International Business (3)

Select 3 courses from the following: (9 units)

- BUS 51**, Intercultural Business Communication (3)

or

- COM ST 37**, Intercultural Communication (3)

- BUS 52**, International Marketing (3)
- BUS 53**, Importing and Exporting (3)
- BUS 54**, International Management (3)

Select 1 course from the following: (3 units)

- BUS 80**, Principles of Logistics (3)
- BUS 81**, Transportation Management (3)
- BUS 82**, Supply Chain Management (3)
- BUS 83**, Operations Management (3)
- BUS 84**, Introduction to Procurement (3)
- BUS 85**, Project Management (3)

Select 1 course from the following: (3 units)

- ACCTG 31A**, Excel for Accounting (3)
- ACCTG 31B**, Advanced Excel for Accounting (3)
- CIS 30**, Microsoft Excel (3)
- CIS 34**, Advanced Excel with Visual Basic for Applications (3)

BUSINESS INTERNATIONAL, DEPARTMENT CERTIFICATE

This department certificate is a focused short-term version of the Certificate of Achievement designed to expose students to the various aspects of international business and to enhance students' global prospective and competencies in the global business environment.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and produce a thorough written business plan or proposal.

AREA OF EMPHASIS: (12 UNITS)

Required Course:

BUS 50, Introduction to International Business (3)

Select 3 courses from the following: (9 units)

BUS 51, Intercultural Business Communication (3)

or

COM ST 37, Intercultural Communication (3)

BUS 52, International Marketing (3)

BUS 53, Importing and Exporting (3)

BUS 54, International Management (3)

LOGISTICS AND SUPPLY CHAIN MANAGEMENT, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program provides students the opportunity to develop skills in the growing field of logistics and supply chain management. Students will learn about the flow and movement that organizations utilize to produce and deliver their products and services. Logistics and supply chain touches all aspects of a company's operations—from the movement of raw materials, energy, goods, money, [people, satellites, information and an array of operational tools. Our logistics' and supply chain management degree will prepare you for a career in the growing field of Global Trade and Logistics/Supply Chain. Our program partners with PRO-GTL to enhance education and business partnerships for optimal job opportunities.

Program Learning Outcomes: Upon completion of this program students will demonstrate coherent and comprehensive understanding of logistics, supply chain management, Production and Processing, production processes, quality control, scheduling, inventory management, transportation, costs and techniques for maximizing the effective manufacture and distribution of goods and services for present and future systems.

AREA OF EMPHASIS: (24 UNITS)

Required Core Courses:

BUS 1, Introduction to Business (3)

BUS 32, Business Communications (3)

BUS 80, Principles of Logistics (3)

BUS 82, Supply Chain Management (3)

Select 3 courses from the following: (9 units)

BUS 81, Transportation Management (3)

BUS 83, Operations Management (3)

BUS 84, Introduction to Procurement (3)

BUS 85, Project Management (3)

Select 1 course from the following: (3 units)

ACCTG 31A, Excel for Accounting (3)

ACCTG 31B, Advanced Excel for Accounting (3)

CIS 30, Microsoft Excel (3)

CIS 34, Advanced Excel with Visual Basic for Applications (3)

BUSINESS: LOGISTICS, DEPARTMENT CERTIFICATE

This department certificate is a focused short-term version of the Certificate of Achievement designed to expose students to the various aspects of logistics and supply chain management and job opportunities in the industry.

Program Learning Outcomes: Upon completion of the program, students will demonstrate comprehensive understanding of logistics, supply chain management, production and processing, production processes, quality control, scheduling, inventory management, transportation, costs and techniques for maximizing the effective manufacture and distribution of goods and services for present and future systems.

AREA OF EMPHASIS: (12 UNITS)

Required Courses:

BUS 80, Principles of Logistics (3)

BUS 82, Supply Chain Management (3)

Select 2 courses from the following: (6 units)

BUS 81, Transportation Management (3)

BUS 83, Operations Management (3)

BUS 84, Introduction to Procurement (3)

BUS 85, Project Management (3)

MANAGEMENT/LEADERSHIP, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

With the constantly growing variety of businesses in the world, business management career opportunities are vast and diverse. SMC's Management/Leadership program prepares students for this unlimited field with solid analytical skills, training in methods for resolving problems, and the managerial skills required for planning and executing strategies in pursuit of organizational goals.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and apply managerial skills in planning, organizing, directing, and controlling business enterprises in the domestic and global environments.

AREA OF EMPHASIS: (24 UNITS)

Required Courses:

BUS 1, Introduction to Business (3)

BUS 5, Business Law and the Legal Environment (3)

BUS 32, Business Communications (3)

BUS 65, Management Principles (3)

Select 4 courses from the following: (12 units)

BUS 51, Intercultural Business Communication (3)

or

COM ST 37, Intercultural Communication (3)

BUS 54, International Management (3)

BUS 62, Human Relations and Ethical Issues in Business (3)

BUS 67, Business Strategies (3)

BUS 72, Organizational Management and Leadership (3)

BUS 76, Human Resources Management (3)

BUS 79, Bargaining and Negotiations (3)

SALES AND PROMOTION (FORMERLY MERCHANDISING), ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program prepares students for careers in sales and other contemporary marketing responsibilities. Sales promotion techniques are examined as students develop skills in the modern sales process. Developing a strategic approach to customer relationship management and the lifetime value of the customer will equip students with the mindset to succeed in today's dynamic marketplace.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and develop a sales and promotion plan that incorporates elements of the promotion mix, including social media, and an engaging oral and written sales presentation.

AREA OF EMPHASIS: (24 UNITS)

Required Core Courses:

- BUS 1**, Introduction to Business (3)
- BUS 20**, Principles of Marketing (3)
- BUS 22**, Introduction to Advertising (3)
- BUS 23**, Principles of Selling (3)
- BUS 28**, Marketing Promotion (3)
- BUS 32**, Business Communications (3)
- BUS 34**, Introduction to Social Media Marketing (3)

Select 1 course from the following: (3 units)

- BUS 5**, Business Law and the Legal Environment (3)
- or**
- BUS 8**, Law for the Entrepreneur (3)
-
- BUS 21**, Merchandising Principles (3)
- BUS 25**, Advertising Display (3)
- BUS 27**, Introduction to E-Commerce (3) *(formerly same as CIS 27)*
- BUS 30**, Customer Relationship Management (3)
- BUS 62**, Human Relation and Ethical Issues in Business (3)

BUSINESS MANAGEMENT, DEPARTMENT CERTIFICATE

AREA OF EMPHASIS: (12 UNITS)

Required Courses:

- BUS 1**, Introduction to Business (3)
- BUS 32**, Business Communications (3)
- BUS 65**, Management Principles (3)

Select 1 course from the following: (3 units)

- BUS 51**, Intercultural Business Communication (3)
- or**
- COM ST 37**, Intercultural Communication (3)
-
- BUS 54**, International Management (3)
- BUS 62**, Human Relations and Ethical Issues in Business (3)
- BUS 67**, Business Strategies (3)
- BUS 72**, Organizational Management and Leadership (3)
- BUS 76**, Human Resources Management (3)
- BUS 79**, Bargaining and Negotiations (3)

MARKETING, CERTIFICATE OF ACHIEVEMENT

Every company needs effective marketing to succeed. Our program trains students to analyze business issues, solve problems, develop effective marketing strategies for designated target audiences, and employ the various elements of the marketing mix to achieve specific goals.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues; identify and resolve ethical dilemmas in the domestic and global business environments; and develop an effective marketing strategy that includes a target audience and all elements of the marketing mix.

AREA OF EMPHASIS: (21-24 UNITS)

Required Core Courses:

- BUS 1**, Introduction to Business (3)
- BUS 20**, Principles of Marketing (3)
- BUS 26**, Marketing Research and Consumer Behavior (3)
- BUS 32**, Business Communications (3)
- BUS 34**, Introduction to Social Media Marketing (3)

Select 3 or more courses from the following: (9 units)

- BUS 22**, Introduction to Advertising (3)
- BUS 23**, Principles of Selling (3)
- BUS 28**, Marketing Promotion (3)
- BUS 29**, Public Relations and Publicity (3) (*same as JOURN 43*)
- BUS 52**, International Marketing (3)
- BUS 68**, Design Thinking for the Entrepreneur (3)

BUSINESS MARKETING, DEPARTMENT CERTIFICATE

This department certificate is a focused short-term version of the Certificate of Achievement designed to expose students to the various aspects of marketing and job opportunities.

Program Learning Outcomes: Upon completion of the program, each student can demonstrate coherent and comprehensive analyses of business issues; identify and resolve ethical dilemmas in the domestic and global business environments; and can develop an effective marketing strategy that includes a target audience and all elements of the marketing mix.

AREA OF EMPHASIS: (12 UNITS)

Required Courses:

- BUS 1**, Introduction to Business (3)
- BUS 20**, Principles of Marketing (3)

Select 2 courses from the following: (6 units)

- BUS 22**, Introduction to Advertising (3)
- BUS 23**, Principles of Selling (3)
- BUS 26**, Marketing Research and Consumer Behavior (3)
- BUS 28**, Marketing Promotion (3)
- BUS 29**, Public Relations and Publicity (3) (*same as JOURN 43*)
- BUS 34**, Introduction to Social Media Marketing (3)
- BUS 52**, International Marketing (3)
- BUS 68**, Design Thinking for the Entrepreneur (1)

BUSINESS: SALES AND PROMOTION (FORMERLY MERCHANDISING), DEPARTMENT CERTIFICATE

This department certificate is a focused short-term version of the Certificate of Achievement designed to expose students to the various aspects of sales and promotion and job opportunities.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and develop a sales and promotion plan that incorporates elements of the promotion mix, including social media, and an engaging oral and written sales presentation.

AREA OF EMPHASIS: (12 UNITS)

Required Courses:

BUS 20, Principles of Marketing (3)

BUS 23, Principles of Selling (3)

BUS 28, Marketing Promotion (3)

Select 1 course from the following: (3 units)

BUS 22, Introduction to Advertising (3)

BUS 34, Introduction to Social Media Marketing (3)