

BUSINESS ADMINISTRATION: BUSINESS MARKETING (CERT)

Although many of these courses are transferable, this Certificate is nontransferable. Please see a Business Counselor or the respective department chairperson for additional alternatives

CERTIFICATE OF ACHIEVEMENT

The Business Administration: Business Marketing Certificate of Achievement provides students with credentials that are the key to individual self-efficacy and a meaningful career. Mastery of this curriculum will help students lay the groundwork for managerial competence in the global marketplace. Marketing education also helps students understand basic management functions, their interrelationships, and the organization's competitive niche. There are numerous career opportunities that exist in the Business Field including Industry, Government, and Self-employment.

Program Student Learning Outcomes

- Students demonstrate effective communication through professional written and oral presentations of marketing materials.
- Students create a marketing plan.
- Students gather and interpret demographic and market data.
- Students identify advertising and marketing trends.
- Students utilize current and emerging technologies for management decision-making.

Program Requirements

Code Number	Course Title	Units
Business Core Courses		
BA 100	Fundamentals of Business	3.0
BA 132	Computer Applications for Managers	3.0
BA 156	Motivational Presentation Skills for Managers	3.0
or BCOT 148	Effective Business Presentations	
or COMM 100	Introduction to Communications Studies	
or COMM 130	Public Speaking	
BA 157	Principles of Public Relations	3.0
or JAMS 157	Principles of Public Relations	
Certificate Specific Courses		12.0
BA 101	International Business (3)	
or BA 155	Introduction to Global Logistics	
BA 110	Advertising (3)	
BA 114	Marketing (3)	
BA 121	Sales (3)	
Total Units		24

Requirements for a Business Administration: Business Marketing Certificate of Achievement

Complete the Business Core courses (12 units) and the Certificate Specific courses (12 units) listed above with a grade of "C" or higher or "Pass."

Notes: