

BUSINESS MARKETING

ASSOCIATE OF ARTS DEGREE

The Business Administration: Business Marketing A.A. Degree is a Career Technical Education (CTE) program, which provides student 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.

BUSINESS CORE COURSES (12 UNITS):		UNITS
BA 100	Fundamentals of Business	3
BA 132	Computer Applications for Managers	3
BA 156	Motivational Presentation Skills for Managers	3
or BCOT 148	Effective Business Presentations	(3)
or SPCH 100	Fundamentals of Oral Communication	(3)
or SPCH 130	Fundamentals of Speaking	(3)
BA 157	Principles of Public Relations	3
or JOUR 157	Principles of Public Relations	(3)
	Subtotal:	12
DEGREE SPECIFIC COURSES (12 UNITS):		UNITS
BA 101	International Business	3
or BA 155	Introduction to Global Logistics	(3)
BA 110	Advertising and Sales	3
BA 114	Marketing	3
BA 121	Sales	3
	Subtotal:	12
	Total Degree Requirements	24

REQUIREMENTS FOR AN ASSOCIATE IN ARTS DEGREE IN BUSINESS ADMINISTRATION: BUSINESS MARKETING.

Plan A, Plan B, and Plan C

Complete 60 units to include 1) the Business Core courses (12 units) and Degree Specific courses (12 units) listed above with a grade of "C" or higher or "Pass." 2) Complete the A.A. Degree General Education requirements for Plan A, or Plan B, or Plan C located in the College catalog.

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

BUSINESS MARKETING

CERTIFICATE OF ACHIEVEMENT

The Business Administration: Business Marketing Certificate is a Career Technical Education (CTE) program, which provides student 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.

BUSINESS CORE COURSES (12 UNITS):		UNITS
BA 100	Fundamentals of Business	3
BA 132	Computer Applications for Managers	3
BA 156	Motivational Presentation Skills for Managers	3
or BCOT 148	Effective Business Presentations	(3)
or SPCH 100	Fundamentals of Oral Communication	(3)
or SPCH 130	Fundamentals of Speaking	(3)
BA 157	Principles of Public Relations	3
or JOUR 157	Principles of Public Relations	(3)
	Subtotal:	12
CERTIFICATE SPECIFIC COURSES (12 UNITS):		UNITS
BA 101	International Business	3
or BA 155	Introduction to Global Logistics	(3)
BA 110	Advertising and Sales	3
BA 114	Marketing	3
BA 121	Sales	3
	Subtotal:	12
	Total Certificate Requirements	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."

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