

BUSINESS - SALES AND MARKETING, CERTIFICATE OF ACHIEVEMENT

The Business Sales and Marketing Certificate of Achievement is designed for students who seek the core skills required for an entry-level sales or marketing position. This program is designed for students who want to add sales and marketing skills to their current skill set without the additional coursework of a broader education.

For further studies consider the Business Administration Associate degree with an emphasis in Sales and Marketing. Students planning to transfer to a university to earn a bachelor's degree should consider the Business Administration Associate in Science for Transfer degree.

Learning Outcomes

Upon successful completion of the program, students will be able to:

- Demonstrate the core skills required for an entry-level sales or marketing position.

Certificate of Achievement Requirements

Code	Title	Units
Required Core		
BUSI 49	Professional Selling	3
BUSI 50	Introduction to Marketing	3
BUSI 54	Introduction to E-Marketing	3
BUSI 64	Customer Service	3
Total Units		12

Please refer to the graduation requirements section of the Catalog for information about degree and certificate requirements including Reading and Writing, Mathematics, Information Competency, and General Education requirements.

The model sequence of coursework below is one pathway for students to complete the program. The information below is not an official educational plan. An MPC Counselor can assist you with creating a personalized education plan based on your academic, career, and personal goals. Visit MPC's Counseling website for more information about Counseling and up-to-date program requirements.

Suggested Course Sequence

Year 1		
Fall		Units
BUSI 64	Customer Service	3
BUSI 49	Professional Selling	3
BUSI 50	Introduction to Marketing	3
BUSI 54	Introduction to E-Marketing	3
Units		12
Total Units		12

MPC "Ready to Work" Career Education programs offer students the opportunity to gain knowledge and skills needed for employment and job advancement.

All students should consult with a Counselor to discuss career pathways, for support with career exploration and planning, and to create a personalized education plan to help them meet their academic, career, and personal goals. Visit MPC's Counseling website for more information about Counseling services provided by MPC and to connect with a Counselor.

Additional resources are available through MPC's Career & Transfer Resource Center (CTRC). The CTRC offers career resources, workshops, guidance and referrals. Visit the CTRC for support finding online career information and other resources to explore majors, occupations, and employment information.