

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.