

DEGREES, CERTIFICATES, AND TRANSFER PREPARATION INFORMATION

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.

Programs Offered

- Transfer Preparation
- Career Opportunities

Degrees and Certificates

Associate Degree for Transfer

- Business Administration 2.0 (*refer to Business Administration 2.0 sheet*)
Students who began college Fall 2022 or later, must follow this version 2.0. Students may satisfy the requirements of this degree with approved courses (which may be fewer units) taken at other California community colleges. The courses listed below are SMC courses. If completed entirely at SMC, the Area of Emphasis requires 29 units.

Associate Degrees

- Business
- Insurance Professional
- Logistics/Supply Chain Management
- Management/Leadership
- Sales and Promotion (*formerly Merchandising*)

Certificates of Achievement

- Digital Marketing
- Entry Level Business Information Assistant
- Entrepreneurship
- Insurance Professional
- Insurance Specialist
- International Business
- Logistics/Supply Chain Management
- Management/Leadership
- Digital Marketing
- Marketing
- Sales and Promotion (*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.

Department Certificates

- Business: Salon Business (*see Cosmetology*)

Associate Degree in Business for Transfer to the CSU

The Associate in Arts for Transfer (AA-T) is designed to facilitate transfer admission to a CSU in a similar major. If you are considering transfer to a UC, private, or out-of-state school, consult a counselor regarding the transfer requirements of that institution.

Associate Degree for Transfer Requirements:

- completion of at least 60 CSU-transferable semester 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 (Title 5 §55063)
 - completion of either CSU GE or IGETC; students transferring to CSU using IGETC must complete Area 1C (see www.smc.edu/articulation or visit the General Counseling and Transfer Services Center)
 - a minimum of 12 degree applicable semester units completed at SMC
 - a minimum overall GPA of 2.0 in all CSU-transferable units

Note: while a minimum GPA of 2.0 is required for admission to a CSU, some majors/campuses may require a higher GPA. Please consult with a counselor for details.

Associate Degree Requirements

An Associate degree is granted upon successful completion of a program of study with a minimum grade point average (GPA) of 2.0 (C) in degree applicable coursework 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 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 Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a "C" or better grade.

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. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a "C" or better grade.

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 means attendance in at least one semester (Fall or Spring) in each academic year.

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.

In addition to meeting academic requirements, most universities and art schools require prospective students to submit a portfolio with evidence of individual style and concepts for admission to be presented to the Art Department of each institution they apply to for admission.

It is highly recommended that students follow the **"FOR TRANSFER CONSIDERATION AND PORTFOLIO DEVELOPMENT IN ART"** with Elective Areas of Specialization prepared by the SMC Art Department. These recommendations may be found below, in the Transfer/Counseling Center, the Art Department, and online at smc.edu/articulation. The recommendations will help students to develop a successful portfolio for transfer.

In addition, students should make an appointment with the institution of their choice to find out about specific courses and portfolio projects needed for transfer.

SMC offers the **Studio Arts Associate Degree for Transfer**. Students completing this degree are eligible for priority transfer admission consideration in the majors at the **California State University** campuses listed below. In addition, you will be required to complete no more than 60 semester/90 quarter CSU units of coursework after transfer to complete your baccalaureate degree.

NOTE: If you are considering transfer to a UC, private, or out-of-state school, please consult a counselor before applying to transfer, as the transfer requirements may be different from those required for the Studio Arts AA-T.

For the most current list of CSU campuses accepting this Transfer degree visit calstate.edu/transfer/adt-search/search.shtml

Business Administration 2.0, Associate Degree for Transfer

Students who began college Fall 2022 or later must follow this version (2.0).

Upon successful completion of the Santa Monica College AS-T in Business Administration 2.0, students will have a strong academic foundation in the field and be prepared for upper-division baccalaureate study. This coursework will satisfy most of the lower-division Business requirements at many institutions and the California State University system. This degree is intended for students who are interested in the theory of Business and are planning on transferring to a four-year university and majoring in Business.

Completion of this degree will likely give you priority admission consideration in the majors at the CSU campuses listed below. In addition, you will need to complete no more than 60 semester/90 quarter CSU units of coursework after transfer to complete your degree. If you are considering transfer to a UC, private, or out-of-state university, please consult a counselor before applying to transfer, as that institution's transfer requirements might be different from those required for the AS-T in Business Administration 2.0.

Program Learning Outcomes: Upon completion of a degree in Business Administration 2.0 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: (29 units)

Required Core Courses:

ACCTG 1, Introduction to Financial Accounting (5)
ACCTG 2, Corporate Financial and Managerial Accounting (5)

BUS 5, Business Law and the Legal Environment (3)
BUS 32, Business Communications (*may substitute with BUS 1*) (3)
ECON 1, Principles of Microeconomics (3)
ECON 2, Principles of Macroeconomics (3)
MATH 54, Elementary Statistics (4)

(Students transferring to CSU Northridge please note: CSUN Business department will NOT accept UCLA XL10 Statistics to satisfy the business statistics requirement)

Select 1 courses from the following if not used above: (3 units minimum)

MATH 7, Calculus 1 (5*)
MATH 21, Finite Mathematics (3)
MATH 28, Calculus 1 for Business and Social Science (5*)

*Note: Maximum UC credit for MATH 7 and 28 is one course.

Note: Some CSU campuses may require more than one mathematics course. Go to assist.org for details.

NOTE: The majority of CSU campuses require Business Calculus either for admission or graduation. It is highly recommended that students take this course at the community college (see assist.org for math requirements for your transfer institution).

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 academic or career path 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 of 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 minimum)

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 32, Business Communications (3)

Using the electives below, students may focus on a particular academic or career path (including Marketing, Insurance, Global Trade and Logistics, Entrepreneurship/ Small Business Management, Finance, Management/ Leadership, Retail/Hospitality/Tourism, and/or General Business) or may create their own academic or career path 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 (*same as JOURN 43*) (3)

BUS 33, Broadcast Advertising (*same as MEDIA 18*) (3)
 BUS 34A, Introduction to Digital Marketing (3)
 BUS 35, Customer Relationship Management (3)
 JOURN 43, Public Relations and Publicity (*same as BUS 29*) (3)
 CIS 70, Digital Marketing Applications (*same as BUS 34B*) (3)
 MEDIA 18, Broadcast Advertising (*same as BUS 33*) (3)

Insurance

BUS 15, Introduction to Insurance with Code and Ethics (3)
 BUS 15B, Introduction to Life and Health Insurance (3)
 BUS 16, Personal Insurance (3)
 BUS 17, Property and Liability Insurance (3)
 BUS 18, Commercial Insurance (3)

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 and Blue/Ocean Economy (3)

BUS 57, Introduction to Lean Six Sigma (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)
 BUS 85, Project Management Global Trade and Logistics (3)
 BUS 86, Earned Value Management Systems (3)
 BUS 87, ERP System: Procurement (4)

Entrepreneurship and Small Business Management

BUS 8, Law for the Entrepreneur (3)
 BUS 9, Intellectual Property for the Entrepreneur (3)
 BUS 10, Introduction to Intellectual Property (1)
 BUS 27, Introduction to E-Commerce (*formerly same as CIS 27*) (3)
 BUS 37, Business of Hip-Hop Industry (3)
 BUS 60, Design Thinking for the Entrepreneur (1)
 BUS 63, Principles of Entrepreneurship (3)

Finance

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

Management/Leadership

BUS 65, Management Principles (3)
 BUS 67, Business Strategies (3)
 BUS 72, Organizational Management and Leadership (3)
 BUS 76, Human Resources Management (3)
 BUS 76B, Compensation and Benefits (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)
 BUS 36A, Customer Service in the Digital Age (3)

General Business

BUS 6, Advanced Business Law (*formerly same as ACCTG 26*) (3)
 BUS 7, Introduction to Sustainability in Business (3)
 BUS 7C, Corporate Sustainability Strategies in Business (3)
 BUS 7B, Sustainability Reporting in Business (3)
 BUS 7D, Business Strategies and Social Sustainability (3)
 BUS 14A, Women in Business (3)
 BUS 40A, Introduction to Business Analytics (3)
 BUS 56, Understanding the Business of Entertainment (3)
 BUS 56B, Entertainment Law (3)
 BUS 59, Design for Delight for the Entrepreneur (3)
 BUS 62, Human Relations and Ethical Issues in Business (3)
 BUS 64, Business Protocol and Professionalism (2)
 BUS 69, Success in the Gig Economy (1)

Entry Level Business Information Assistant, Certificate of Achievement

Companies in various industries require employees who have basic business information systems and bookkeeping skills and can effectively communicate and interact with customers at an entry-level position.

Program Learning Outcomes: Upon completion of this program, students will demonstrate the ability to utilize business information systems, perform basic bookkeeping, communicate professionally in a business environment, and interact successfully with customers.

Area of Emphasis: (12 units)

Required Courses: (12 units)

ACCTG 21, Business Bookkeeping (3)
 BUS 35, Customer Relationship Management (3)
 CIS 4, Business Information Systems with Applications (3)

BUS 31, Business English Fundamentals (3)

or

BUS 32, Business Communications (3)

Entrepreneurship, Certificate of Achievement

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: (18 units)

Required Core Courses: (12 units)

ACCTG 1, Introduction to Financial Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

or

CIS 35A, QuickBooks Desktop (*formerly CIS 35; formerly same as ACCTG 35*) (3)

or

CIS 35B, QuickBooks Online (3)

BUS 1, Introduction to Business (3)

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

or

BUS 8, Law for the Entrepreneur (3)

or

BUS 9, Intellectual Property for the Entrepreneur (3)

BUS 63, Principles of Entrepreneurship (3)

Select two or more courses from the following if not used above for a total of at least 6 units.

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

BUS 7, Introduction to Sustainability in Business (3)

BUS 8, Law for the Entrepreneur (3)

BUS 9, Intellectual Property for the Entrepreneur (3)

BUS 10, Introduction to Intellectual Property (1)
 BUS 20, Principles of Marketing (3)
 BUS 23, Principles of Selling (3)
 BUS 27, Introduction to E-Commerce (*formerly same as CIS 27*) (3)
 BUS 32, Business Communications (3)
 BUS 34A, Introduction to Digital Marketing (3)
 BUS 45, Individual Financial Planning (*same as ACCTG 45*) (3)
 BUS 50, Introduction to International Business (3)
 BUS 53, Importing and Exporting (3)
 BUS 56, Understanding the Business of Entertainment (3)
 BUS 59, Design for Delight for the Entrepreneur (3)
 BUS 60, Design Thinking for the Entrepreneur (1)
 BUS 65, Management Principles (3)
 BUS 69, Success in the Gig Economy (1)
 CIS 70, Digital Marketing Applications (*same as BUS 34B*) (3)

BUS 80, Principles of Logistics (3)

or

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: (26-28 units)

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)

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 of Achievement program, the student will demonstrate the skills, knowledge, and training for entry-level positions in multinational companies, and incorporates the global business perspective into 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 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 a global scale. The International Business Certificate of Achievement can help students whose aim is to extend their professional influence to the international market.

Program Learning Outcomes: Upon completion of the program, students will be able to 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: (18 units)

Required Core Courses: (9 units)

BUS 1, Introduction to Business (3)

BUS 53, Importing and Exporting (3)

BUS 54, International Management (3)

Select 3 courses from the following: (9 units)

BUS 50, Introduction to International Business (3)

BUS 51, Intercultural Business Communication (3)

or

COM ST 37, Intercultural Communication (3)

BUS 52, International Marketing (3)

BUS 57, Introduction to Lean Six Sigma (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)

BUS 85, Project Management Global Trade and Logistics (3)

BUS 87, EPR System: Procurement (4)

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, and money, to people, satellites, information, and an array of operational tools. SMC's Logistics and Supply Chain Management degree will prepare students for a career in the growing field of global trade and logistics and 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: (12 units)

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 57, Introduction to Lean Six Sigma (3)
 BUS 81, Transportation Management (3)
 BUS 83, Operations Management (3)
 BUS 84, Introduction to Procurement (3)
 BUS 85, Project Management Global Trade and Logistics (3)
 BUS 86, Earned Value Management Systems (3)
 BUS 87, EPR System: Procurement (4)

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)

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 and 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 Core Courses: (12 units)

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 36A, Customer Service in the Digital Age (3)

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)

Digital Marketing, Certificate of Achievement

The digital revolution in the business sector has led to an ever-increasing demand for skilled digital marketing professionals. Our program trains students to understand and develop various digital marketing channels, such as search engine optimization (SEO), search engine marketing (SEM), social media marketing, pay per click (PPC) advertising, affiliate marketing, email marketing, and content marketing, and how these channels relate to the customer experience. Students use digital marketing applications and tools to create effective content and a dynamic web presence to drive brand awareness and generate leads, as well as measure and track online performance.

Program Learning Outcomes: Upon completion of the program, students can demonstrate the ability to build digital marketing channels for an effective, customer-focused strategy, and utilize applications and tools to create content, build a web presence, and measure and analyze online performance.

Area of Emphasis: (12 units)

Required Courses: (12 units)

BUS 34A, Introduction to Digital Marketing (3)
 BUS 34B, Digital Marketing Applications (*same as CIS 70*) (3)
 BUS 34C, Digital Marketing Analytics (3)
 BUS 35, Customer Relationship Management (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.

Required Core Courses: (6 units)

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

Select 4 or more courses from the following: (12 units minimum)

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 (*same as JOURN 43*) (3)
 BUS 32, Business Communications (3)
 BUS 34A, Introduction to Digital Marketing (3)
 BUS 35, Customer Relationship Management (3)
 BUS 37, Business of Hip-Hop Industry (3)
 BUS 52, International Marketing (3)
 BUS 59, Design for Delight for the Entrepreneur (3)
 BUS 60, Design Thinking for the Entrepreneur (1)
 CIS 70, Digital Marketing Applications (*same as BUS 34B*) (3)
 JOURN 43, Public Relations and Publicity (*same as BUS 29*) (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 Courses: (21 units)

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 34A, Introduction to Digital Marketing (3)

Select 1 course from the following: (3 units)

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

BUS 8, Law for the Entrepreneur (3)

BUS 21, Merchandising Principles (3)

BUS 25, Advertising Display (3)

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

BUS 37, Business of Hip-Hop Industry (3)

BUS 59, Design for Delight for the Entrepreneur (3)

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

CIS 70, Digital Marketing Applications (*same as BUS 34B*) (3)