

## Certificate of Achievement Requirements

Complete all department requirements with a “C” or better in each course. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.

### Department Requirements (Total Department Units: 24-26)

<i>Current Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution &amp; Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• MKT 101	(1)	Introduction to Marketing	3.0	_____			
• MKT 164	(none)	Online and Mobile Marketing <b>OR</b>	3.0	_____			
MAT 164	(none)	Online and Mobile Marketing	3.0	_____			
• MKT 203	(3)	Marketing Communications	3.0	_____			
• MKT 205	(5)	Consumer Selling Strategies	3.0	_____			
• MKT 215	(none)	Segmentation and Target Marketing	3.0	_____			
• MKT 220	(BUSAD 220/MAT 220)	Introduction to Electronic Commerce <b>OR</b>	3.0	_____			
CIS 220	(none)	Introduction to Electronic Commerce	3.0	_____			
<i>Plus select 6 units of electives from the following:</i>							
• COMP 101	(COMAP 101/CIS 109/OIS 142)	Introduction to Computer Applications	4.0	_____			
• COMP 111	(COMAP 111)	Microsoft Access	4.0	_____			
• FP 276	(FILMPRO 276)	Production II: Commercial Applications	3.0	_____			
• GDP 114	(none)	Graphic Design I	3.0	_____			
• IBUS 102	(BUS/BUSAD 102)	Introduction to International Business	3.0	_____			
• JOUR 135	(none)	Public Relations <b>OR</b>	3.0	_____			
MKT 135	(none)	Public Relations	3.0	_____			
• MAT 131	(111/143ABC)	Digital Imaging I	3.0	_____			
• MAT 153	(122)	Web Design I	3.0	_____			
• MKT 120	(none)	Relationship Selling	3.0	_____			
• MKT 125	(none)	Principles of Customer Service	3.0	_____			
• MKT 209	(9)	International Marketing	3.0	_____			

### Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.

**Associate Degrees and Certificates of Achievement (In alphabetical order) - For a complete list of programs of study (associate degrees, certificates, skills competency awards and department awards) and requirements, go to <http://www.sbcc.edu/appl/degreecertificates.php>.**

Accounting (AS)	Health Information Technology (AS)
Accounting/Assistant Bookkeeper IV (C)	Healthy Aging (AA)
Administration of Justice (AA/AS/C)-3 emph. avail (AS&C), 1(AA)	History (AA)
Administration of Justice for Transfer (AS-T)	History for Transfer (AA-T)
Alcohol and Drug Counseling (AA/C)	Honors (C/C with highest honors) – 2 emphases available
American Sign Language (AA)	Hospitality (AS/C)
Animation and Gaming (AA/C)	Infant/Toddler Development (C)
Anthropology (AA)	Interior Design (AA/C)
Anthropology for Transfer (AA-T)	International Business (AA/C)
Applied Photography (AA/C)	Introduction to Graphic Design (C)
Art (AA) - 2 emphases available	Journalism (AA/C)
Art History for Transfer (AA-T)	Journalism for Transfer (AA-T)
Associate Child Care Teacher (C)	Kinesiology for Transfer (AA-T)
Automotive Services & Technology (AS/C)	Law & Society (AA) - Emphasis in Criminal Justice available
Biological Sciences (AA)	Liberal Arts (AA) – Emphasis in Biomedical Sciences
Black Studies (AA)	Liberal Arts & Sciences (AA) – 3 emphases available
Business Administration (AA/C) – 3 emphases available for AA, 2 for C	Liberal Studies (AA) – Emphasis in Education
Business Administration for Transfer (AS-T)	Marine Diving Technician (AS/C)
Cancer Information Management (AS/C)	Marketing (AA/C)
Chemistry (AA)	Mathematics (AA)
Chicano Studies (AA)	Mathematics for Transfer (AS-T)
Commercial Music (C)	Media Arts (AA/C)
Communication (AA) - 2 emphases available	Medical Coding Specialist (C)
Communication Studies for Transfer (AA-T)	Middle East Studies (AA)
Computer App. & Office Mgmt (AS/C) - 2 emphases available	Music (AA)
Computer Information Systems (AS) – Emph. in System Admin. available	Native American Studies (AA)
Computer Network Engineering (AS/C)	Natural History (AA)
Computer Science (AS/C)	Nursing - ADN (AS)
Construction Technology (AS/C)	PC Support/Network Management (C)
Cosmetology (AS/C)	Philosophy (AA)
Creative Writing (C) – 2 emphases available	Philosophy for Transfer (AA-T)
Culinary Arts (AS/C)	Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.
Database Programming and Applications Development (C)	Physics (AA/AS)
Diagnostic Medical Sonography (C)	Physics for Transfer (AS-T)
Diversity Issues in ECE (C)	Political Science (AA)
Drafting/CAD (AS/C)	Political Science for Transfer (AA-T)
Early Childhood Education (AS/C)	Post-Professional Practice in ADC (C)
Early Childhood Education for Transfer (AS-T)	Psychology (AA)
Economics (AA)	Psychology for Transfer (AA-T)
Economics for Transfer (AA-T)	Radiography (AS)
Elementary Teacher Education (AA-T)	Real Estate (AS/C)
Engineering (AA/AS)	School-Age Care (C)
English (AA)	Sociology (AA)
English for Transfer (AA-T)	Sociology for Transfer (AA-T)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C	Spanish (AA)
Environmental Studies (AA)	Spanish for Transfer (AS-T)
Ethnic Studies (AA)	Studio Arts for Transfer (AA-T)
Film Production (AA)	Theatre Arts (AA) - 3 emphases available
Film and Media Studies (AA)	Theatre Arts for Transfer (AA-T)
Finance (AA/C)	Transfer – CSU General Education Breadth Pattern (C)
French (AA)	Transfer – IGETC (C)
Geography (AA)	Vocational Nursing (AS/C)
Geography for Transfer (AA-T)	Wastewater Technology Education (C)
Geological Sciences (AS)	Water Technology Education (C)
Geology for Transfer (AS-T)	
Global Studies (AA)	
Graphic Design & Photography – Graphic Design Conc. (AA/C)	

**Key:** (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement



Santa Barbara City College

# Marketing

## 2016-17

### Certificate of Achievement in Marketing

The Marketing Program at Santa Barbara City College emphasizes the concepts of planning and developing products and services. In addition, the student will acquire information involving packaging, distribution, pricing, advertising, personal selling and computer graphics applications in the creation of successful marketing strategies. This program may also prepare a student for transfer to a four-year institution.

### Careers in Marketing

This multi-faceted program will prepare the graduate for entry-level positions in such diverse fields as retailing, advertising, merchandising, and customer service.

***SBCC: Your Open Door to Educational Excellence***