Programs of Study  (In alphabetical order)

Accounting (AS)
Accounting/Assistant Bookkeeper I-IV [I-III (D); IV (C)]
Accounting Information Systems I-III (SCA)
Acute Care CNA (SCA)
Administration of Justice – Law Enforcement Emphasis (AA/AS/C)
Advanced Studies in Alcohol and Drug Counseling (SCA)
Alcohol and Drug Counseling (AA/C)
Animation (AA/C)
Anthropology (AA)
Art (AA) - 2 emphases available
Associate Child Care Teacher (C)
Automotive Services & Technology (AS/C)
Baking and Pastry (SCA)
Biological Sciences (AA)
Bio-Medical Sciences (D)
Black Studies (AA)
Bookkeeping (SCA)
Business Admin. (AA/C/SCA) – 3 emphases available for AA, 2 for C, 2 for SCA
Cancer Information Management (AS/C)
Certified Nursing Assistant (SCA)
Chemistry (AA)
Chicano Studies (AA)
Cisco Networking Associate (SCA)
Cisco Networking Professional (SCA)
Commercial Diving (SCA)
Commercial Music (C)
Communication (AA) - 2 emphases available
Computer App. & Office Management (AS/C) - 2 emphases available for C, 1 for AS
Computer Information Systems (AS)
Computer Network Engineering (AS/C)
Computer Networking Technology (SCA)
Computer Proficiency Online (SCA)
Computer Science (AS/C)
Cosmetology (AS/C)
Creative Writing (C) – 2 emphases available
Culinary Arts (AS/C)
Database Programming and Applications Development (C)
Diagnostic Medical Sonography (C)
Digital Darkroom and Color Management for RGB (SCA)
Diversity Issues in ECE (C)
Drafix/CAD (ASC)
Early Childhood Education (AS/C)
Economics (AA)
Emergency Medical Technician/Basic (SCA)
Engineering (AA/AS)
English (AA)
Entrepreneurship (SCA) – 3 emphases available
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C
Environmental Studies (AA)
Ethnic Studies (AA)
Film Production (AA)
Film Studies (AA)
Finance (AA/C)
French (AA)
Game Design (D)
Geography (AA)
Geological Sciences (AA)
Global Studies (AA)
Graphic Design & Photography – Graphic Design Concentration (AA)
Graphic Design (C)
Great Books Curriculum (D)
Health Care Interpreting (SCA)
Health Information Technology (AS)
Help Desk and Desktop Support (SCA) – 2 levels available
History (AA)
Home Health Aide (SCA)
Hospitality (AS/C)
Hospitality Operations Specialist (SCA)
Human Resource Hospitality Specialist (SCA)
Infant/Toddler Development (C)
Information Technology Management (SCA)
Interior Design (AA/C)
International Business (AA/C)
International Marketing Communication (SCA)
Introduction to Teaching English as a Foreign Language (SCA)
Journalism (AA/C) – 3 emphases available
Landscape Operations (SCA)
Law & Society (AA) - Emphasis in Criminal Justice available
Liberal Studies (AA)
Manicure (SCA)
Marine Diving Technician (AS/C)
Marine Science (D)
Marketing (AA/C)
Mathematics (AA)
Media Arts (AA/C)
Media Design and Development (C)
Medical Coding Specialist (C)
Microsoft Office Development (SCA)
Microsoft SQL Server Database Administration (SCA)
Microsoft Windows System Administration and Security (SCA)
Middle East Studies (AA)
Mobile Application Developer (SCA)
Mobile Device Administration (SCA)
Mobile Media Core (SCA)
Music (AA/D)
Native American Studies (AA)
Natural History (AA/D)
Nursing - ADN (AS)
Office Assistant (SCA)
PC Support/Network Management (C)
Personal Chef Training (SCA)
Philosophy (AA)
Physical Education (AA) - 3 emphases available
Physics (AA/AS)
Political Science (AA)
Print and Color Management for CMYK (SCA)
Psychology (AA)
Radiography (AS)
Real Estate (AS/C)
Sales and Marketing (SCA)
School-Age Care (C)
Sociology (AA)
Spanish (AA)
Sustainable Horticulture (SCA)
Technical Writing (SCA)
Theatre Arts (AA) - 3 emphases available
Transfer – CSU General Education Breadth Pattern (C)
Transfer – IGETC (C)
Virtualization System Administration (SCA)
Vocational Nursing (AS/C)
Water Science (C) - 4 options available
Web Journalism (SCA)
Web Marketing and Media Design (SCA)
Web Programming (SCA)
Web Server Administration (SCA)

Key: (AA)=Associate in Arts; (AS)=Associate in Science; (C)=Certificate of Achievement; (D)=Department Award; (SCA)= Skills Competency Award

Santa Barbara City College

Marketing 2009-10

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.
### Marketing

#### 2009-10 Department Requirements
(Total Department Units: 24)

<table>
<thead>
<tr>
<th>2009-10 Course No.</th>
<th>Previous Course No.</th>
<th>Title</th>
<th>Units</th>
<th>Institution &amp; Course No.</th>
<th>Grade</th>
<th>Units (s/q)</th>
<th>Term</th>
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<td></td>
<td>Introduction to Marketing</td>
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<td>MKT 203........</td>
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<td>Marketing Communications</td>
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<td>MKT 205........</td>
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<td>Consumer Selling Strategies</td>
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<td>MKT 215........</td>
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<td>Gender Issues in Marketing</td>
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<td>MKT 220........</td>
<td>(BUSAD 220/MAT 220)</td>
<td>Introduction to Electronic Commerce <strong>OR</strong> 3.0</td>
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<td>CIS 220........</td>
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*Plus select 9 units of electives from the following:*

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<th>Units</th>
<th>Institution &amp; Course No.</th>
<th>Grade</th>
<th>Units (s/q)</th>
<th>Term</th>
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<td>COMP 101........</td>
<td>(COMAP 101/CIS 109/OIS 142)</td>
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<td>IBUS 102........</td>
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<td>MAT 131........</td>
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</table>

**Certificate Requirements:** Each required course must be completed with a minimum grade of “C.” Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements in residence at SBCC. Pass/no pass grading is not permitted in those courses needed to fulfill department requirements.

**Additional Program Information**
For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Peter Naylor, Department Chair, 965-0581, Ext. 2350.

_Santa Barbara City College_