Skills Competency Award Requirements

Students must complete all courses with a grade of C or higher or Pass. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Total Units Required: 12

<table>
<thead>
<tr>
<th>Current Course No.</th>
<th>Previous Course No.</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 151</td>
<td></td>
<td>Intercultural Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>IBUS 102</td>
<td>(BUS/BUSAD 102)</td>
<td>Intro. to International Business</td>
<td>3.0</td>
</tr>
<tr>
<td>IBUS 109</td>
<td>(MKT 109)</td>
<td>Basics of Importing and Exporting</td>
<td>3.0</td>
</tr>
<tr>
<td>MKT 209</td>
<td>(9)</td>
<td>International Marketing</td>
<td>3.0</td>
</tr>
</tbody>
</table>

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/apply/degrees_certificates.php.

Accounting (AS)
Accounting/Assistant Bookkeeper IV (C)
Administration of Justice (AA/AS/C) - 3 emph. avail (AS&C), 1 (AA)
Administration of Justice for Transfer (AS-T)
Alcohol and Drug Counseling (AA/C)
American Sign Language (AA)
Animation and Gaming (AA/C)
Anthropology (AA)
Anthropology for Transfer (AA-T)
Applied Photography (AA/C)
Art (AA) - 2 emphases available
Art History for Transfer (AA-T)
Associate Child Care Teacher (C)
Automotive Services & Technology (AS/C)

Biological Sciences (AA)
Black Studies (AA)
Business Administration (AA/C) - 3 emphases available for AA, 2 for C
Business Administration for Transfer (AS-T)

Cancer Information Management (AS/C)
Chemistry (AA)
Chicano Studies (AA)
Commercial Music (C)
Communication (AA) - 2 emphases available
Communication Studies for Transfer (AA-T)
Computer App. & Office Mgmt (AS/C) - 2 emphases available
Computer Information Systems (AS) - Emph. in System Admin. available
Computer Network Engineering (AS/C)
Computer Science (AS/C)
Construction Technology (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)
Diversity Issues in ECE (C)
Drafting/CAD (AS/C)

Early Childhood Education (AS/C)
Early Childhood Education for Transfer (AS-T)
Economics (AA)
Economics for Transfer (AA-T)
Elementary Teacher Education (AA-T)
Engineering (AA/AS)
English (AA)
English for Transfer (AA-T)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C
Environmental Studies (AA)
Ethnic Studies (AA)

Film Production (AA)
Film and Media Studies (AA)
Finance (AA/C)
French (AA)

Geography (AA)
Geography for Transfer (AA-T)
Geological Sciences (AS)
Geology for Transfer (AS-T)
Global Studies (AA)

Graphic Design & Photography - Graphic Design Conc. (AA/C)

Health Information Technology (AS)
Healthy Aging (AA)
History (AA)
History for Transfer (AA-T)
Honors (C/C with highest honors) - 2 emphases available
Hospitality (AS/C)
Infant/Toddler Development (C)
Interior Design (AA/C)
International Business (AA/C)
Introduction to Graphic Design (C)
Journalism (AA/C)
Journalism for Transfer (AA-T)

Kinesiology for Transfer (AA-T)

Law & Society (AA) - Emphasis in Criminal Justice available
Liberal Arts (AA) - Emphasis in Biomedical Sciences
Liberal Arts & Sciences (AA) - 3 emphases available
Liberal Studies (AA) - Emphasis in Education

Marine Diving Technician (AS/C)
Marketing (AA/C)
Mathematics (AA)
Mathematics for Transfer (AS-T)
Media Arts (AA/C)
Medical Coding Specialist (C)
Middle East Studies (AA)
Music (AA)

Native American Studies (AA)
Natural History (AA)
Nursing - ADN (AS)

PC Support/Network Management (C)
Philosophy (AA)
Philosophy for Transfer (AA-T)
Physical Education (AA) - Emphasis in Athletic/Personal Fitness avail.
Physics (AA/AS)
Physics for Transfer (AS-T)
Political Science (AA)
Political Science for Transfer (AA-T)
Post-Professional Practice in ADC (C)
Psychology (AA)
Psychology for Transfer (AA-T)

Radiography (AS)
Real Estate (AS/C)

School-Age Care (C)
Sociology (AA)
Sociology for Transfer (AA-T)
Spanish (AA)
Spanish for Transfer (AS-T)
Studio Arts for Transfer (AA-T)

Theatre Arts (AA) - 3 emphases available
Theatre Arts for Transfer (AA-T)
Transfer – CSU General Education Breadth Pattern (C)
Transfer – IGETC (C)

Vocational Nursing (AS/C)

Wastewater Technology Education (C)
Water Technology Education (C)

Skills Competency Award in International Marketing Communication

Upon completion of the Skills Competency Award in International Marketing Communication the following competencies will be achieved:

- Demonstrate and investigate international marketing exchange opportunities.
- Identify the basic steps in the strategic planning process necessary for the development of global based business ventures.
- Demonstrate the four (4) P’s to strategically assess a business or products marketing mix.
- Demonstrate knowledge of international marketing strategies.
- List and explain the value-chain processes within international business as a means of achieving superior quality, efficiency, and responsiveness to the customer.

Job Opportunities

This program will prepare students for working as a Fashion PR Representative, Interactive Marketing Associate and International Marketing Analyst.