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: 16

<table>
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<tr>
<th>Current 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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<tbody>
<tr>
<td>• BUS 101 .........(BUSAD 101/1) ......................Introduction to Business ....................... 3.0</td>
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<td>• COMP 103 ......(COMAP 103/CIS 110) ...............Internet Communications...................... 1.0</td>
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<td>• COMP 171 ......(COMAP 171/BOE 1/OIS 100)....Business English ................................... 3.0</td>
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<td>• MKT 101 .......(1)................................Introduction to Marketing .................... 3.0</td>
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<td>• MKT 203 .......(3)......................................Marketing Communications .............. 3.0</td>
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<td>• MKT 205 .......(5)......................................Consumer Selling Strategies ........... 3.0</td>
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Optional:
• BUS 290 ........(BUSAD 290/199AB/61AB)........Work Experience in Business Admin .. 1-4

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

Santa Barbara City College
**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](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 IEC (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)

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**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

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**Skills Competency Award in Sales and Marketing**

Upon completion of the Skills Competency Award in Sales and Marketing, the following competencies will be achieved:

- Demonstrate the ability to sell products.
- Demonstrate appropriate customer service techniques.
- Develop an advertising plan for a product.
- Calculate the break-even point of a product, given fixed costs, variable costs and a selling price.
- Analyze a variety of advertising media and identify the appropriate media selection based upon cost per thousand.
- Write an effective advertisement using AIDA.
- Communicate clearly and effectively using the telephone.

**Job Opportunities**

This program will prepare students for working in the areas of telemarketing sales, sales support, newsletter assistant, traffic marketing assistant, and trade show representative.