

# Marketing Certificate of Achievement

*+If you have completed coursework at another college and/or are starting in a semester other than a Fall term, please follow up with the Counseling Department to determine if this sequence is appropriate for your academic and career goals.*

**Program Description:** The Business Department offers a comprehensive program for transfer and non-transfer students. The first two years of coursework in preparation for a four-year degree in Accounting and/or Business Administration may be completed, or students may earn associate degrees and/or certificates while exploring areas of personal interest or job enrichment. The department offers a variety of courses in Accounting, Bookkeeping, Business Administration, International Business, Business Mathematics, Management, Finance, Investing, Marketing, Salesmanship, Retail Management, Electronic Commerce, Advertising, Ethics, Law, Conflict Resolution and Managing Diversity in the Workplace. Associate degrees and certificates are designed to allow students to specialize in a particular area, and are especially useful for persons seeking a first job, or looking to advance in a current career.

**Program SLO:** Analyze key issues relating to marketing principles, design marketing strategies, and integrate those strategies in business operations.

**Important Information:** For students interested in earning an Associate's degree and/or transfer, please follow up with the Counseling Office for additional information @ <https://www.canyons.edu/counseling> or (661) 362-3288/(661)362-3811.

Major courses are sequenced and **BOLDED** based on recommendations by the [Business Department](#).

## First Semester (0-12 units minimum)

FA = Fall; WI = Winter; SP = Spring; SU = Summer

Course	Title	Units	Major Courses
BUS 100	<b>Introduction to Business (FA, WI, SP, SU)</b>	3	<b>Major</b>
BUS 110	<b>Principles of Management (FA, WI, SP, SU)</b>	3	<b>Major</b>
BUS 140	<b>Principles of Marketing (FA, SP)</b>	3	<b>Major</b>
BUS 142	<b>Principles of Selling (FA, SP)</b>	3	<b>Major</b>
	<i>Term Totals:</i>	12	

## Second Semester (13-21 units minimum)

Course	Title	Units	Major
BUS 141	<b>Principles of Advertising (FA, SP)</b>	3	<b>Major</b>
BUS190 OR BUS 192	<b>Principles of Electronic Commerce (FA, SP) E-Business Strategy (FA, SP)</b>	3	<b>Major</b>
BUS 211	<b>Business Law (FA, WI, SP, SU)</b>	3	<b>Major</b>
	<i>Term Totals:</i>	9	

**Total Units: 21**

## Counseling Resources

Business Department: [www.canyons.edu/business](http://www.canyons.edu/business)

Counseling Department: <https://www.canyons.edu/student-services/counseling/index.php>

COC Future Business Leaders of America – Phi Beta Lambda: [coc.pbl@gmail.com](mailto:coc.pbl@gmail.com)

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Petition for Certificate of Achievement: Petitions are due in the fall/spring/summer term you will complete the requirements and may be submitted before your last term or up until the final day of the term. The petition form must be reviewed with a counselor and may be found here:

[https://www.canyons.edu/resources/documents/student-services/admissions/Petition\\_for\\_Associate\\_Degree\\_and\\_Certificate\\_of\\_Achievement.pdf](https://www.canyons.edu/resources/documents/student-services/admissions/Petition_for_Associate_Degree_and_Certificate_of_Achievement.pdf)

## Career Resources

Revised 2/8/2021-CY 2020/2021

Business Marketing Career Tree: <https://www.canyons.edu/academics/business/careertree/careertree-business-marketing.php>

California Career Zone: [www.cacareerzone.org](http://www.cacareerzone.org)

O\*Net Online: [www.onetonline.org](http://www.onetonline.org)

Bureau of Labor and Statistics: [www.bls.gov](http://www.bls.gov)

Professional Associations:

The National Association of Sales Professionals: [www.nasp.com](http://www.nasp.com)

Sales and Marketing Executives International: [www.smei.org](http://www.smei.org)

National Sales Network: [www.salesnetwork.org](http://www.salesnetwork.org)