

## Business: Sales and Marketing

**Award Type:** Certificate of Accomplishment

The certificate of accomplishment in sales and marketing prepares students to sell and market a product or service. Students will recall and apply significant business principles, produce work-based learning projects, and demonstrate the ability to follow oral and written instructions.

**The graduate of the Certificate of Accomplishment in Business: Sales and Marketing will:**

- Recall significant sales and marketing issues, theories, and applications.
- Apply sales and marketing principles to produce work-based learning projects.
- Demonstrate the ability to follow instructions on assignments and class activities.

### Program Requirements

**A total of 3 units is required for the certificate. Core courses**

Course Number	Course Title	Units
BUS 357	Management: Listening	0.5
BUS 366	Promoting Small Business	0.5
BUS 378	Effective Sales Methods	0.5
BUS 380	Marketing Strategies	0.5
BUS 381	Entering Global Markets	0.5
BUS 382	Advertising & Public Relations Strategies	0.5

**Complete all 6 courses above or**

Course Number	Course Title	Units
BUS 303	Sales And Marketing	3.0