

**Department Requirements
(Total Department Units: 24)**

<i>2011-12 Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution & Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• MKT 101	(1)	Introduction to Marketing	3.0				
• MKT 203	(3)	Marketing Communications	3.0				
• MKT 205	(5)	Consumer Selling Strategies	3.0				
• MKT 215	(none)	Gender Issues in Marketing	3.0				
• MKT 220	(BUSAD 220/MAT 220)	Introduction to Electronic Commerce	3.0	OR			
• CIS 220	(none)	Introduction to Electronic Commerce	3.0				
<i>Plus select 9 units of electives from the following:</i>							
• COMP 101	(COMAP 101/CIS 109/OIS 142)	Introduction to Computer Applications	4.0				
• COMP 111	(COMAP 111)	Microsoft Access	4.0				
• FP 276	(FILMPRO 276)	Production II: Commercial Applications	3.0				
• GDP 114	(none)	Graphic Design I	3.0				
• IBUS 102	(BUS/BUSAD 102)	Introduction to International Business	3.0				
• MAT 131	(111/143ABC)	Digital Imaging I	3.0				
• MAT 153	(122)	Web Design I	3.0				
• MKT 120	(none)	Relationship Selling	3.0				
• MKT 125	(none)	Principles of Customer Service	3.0				
• MKT 209	(9)	International Marketing	3.0				

Certificate of Achievement Requirements: Complete all department requirements with a “C” or better in each course. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through 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 Julie Brown, Department Chair, 965-0581, Ext. 3599. Check your certificate progress with DARS U-Achieve at www.sbccc.edu/DARS.

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 (AA/AS/C) – 3 emph. available for AS & C, 1 for AA Advanced Studies in Alcohol and Drug Counseling (SCA) Alcohol and Drug Counseling (AA/C) Animation (AA/C) Anthropology (AA) Applied Photography (AA/C) Art (AA) - 2 emphases available Associate Child Care Teacher (C) Automotive Services & Technology (AS/C)	History (AA) Home Health Aide (SCA) Honors (C/C with highest honors) – 2 emphases available Hospitality (AS/C) Hospitality Operations Specialist (SCA) Human Resource Hospitality Specialist (SCA)
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 Business Communications (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)
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 Managem. (AS/C) - 2 emphases available Computer Information Systems (AS) – Emph. in System Administration available 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)	Journalism (AA/C) – 3 emphases available Landscape Operations (SCA) Law & Society (AA) - Emphasis in Criminal Justice available Liberal Arts & Sciences (AA) – 4 emphasis available Liberal Studies (AA) – Emphasis in Education
Database Programming and Applications Development (C) Diagnostic Medical Sonography (C) Digital Darkroom and Color Management for RGB (SCA) Diversity Issues in ECE (C) Drafting/CAD (AS/C)	Manicure (SCA) Marine Diving Technician (AS/C) Marine Science (D) Marketing (AA/C) Mathematics (AA) Media Arts (AA/C) Media Design and Development (SCA) 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)
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) Esthetician (SCA) – 2 levels available Ethnic Studies (AA)	Native American Studies (AA) Natural History (AA/D) Nursing - ADN (AS)
Film Production (AA) Film Studies (AA) Finance (AA/C) French (AA)	Office Assistant (SCA)
Game Design (D) Geography (AA) Geological Sciences (AA) Global Studies (AA) Graphic Design & Photography – Graphic Design Concentration (AA/C) Graphic Design (C) Great Books Curriculum (D)	PC Support/Network Management (C) Personal Chef Training (SCA) Philosophy (AA) Photo Design (SCA) – 3 awards available Physical Education (AA) - 3 emphases available Physics (AA/AS) Political Science (AA) Post-Professional Practice in ADC (C) Print and Color Management for CMYK (SCA) Psychology (AA)
Health Care IT Workforce Training (SCA) Health Information Technology (AS) Help Desk and Desktop Support (SCA) – 2 levels available	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 and 1 department award 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

2011-12

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.

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Educational Excellence***