

Total Units Required: 16

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

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

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 Skills Competency Award progress with DARS U-Achieve at www.sbccc.edu/DARS.

Programs of Study (In alphabetical order)

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|---|--|
| 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

Sales and Marketing

2011-12

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.

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