

BUSINESS – SALES AND MARKETING

The Business Sales and Marketing Certificate of Training program is designed for students who seek the core skills required for an entry-level sales or marketing position. This program is designed for students who want to add sales and marketing skills to their current skill set without the additional coursework of a broader education.

For further studies consider the Business Administration Associate degree with an emphasis in Human Resources.

Students planning to transfer to a university to earn a bachelor's degree should consider the Associate in Science in Business Administration for Transfer (Business Administration AS-T) degree.

Learning Outcomes: Upon successful completion of the program, students will be able to:

- Utilize the concepts of product, place, price, and promotion in the marketing process.
- Make decisions regarding e-marketing tools and apply those tools to advance marketing objectives.
- Develop customer intimacy and address customer needs effectively.
- Implement sales strategies in a variety of business situations.

Certificate of Training

Certificate Requirements		Units
BUSI 49	Professional Selling	3
BUSI 50	Introduction to Marketing	3
BUSI 54	Introduction to E-Commerce	3
BUSI 64	Customer Service	3
TOTAL CERTIFICATE OF TRAINING UNITS		12