

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.

Department Requirements (Total Department Units: 24-26)

<i>Current 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 164	(none)	Online and Mobile Marketing OR	3.0				
MAT 164	(none)	Online and Mobile Marketing	3.0				
• MKT 203	(3)	Marketing Communications	3.0				
• MKT 205	(5)	Consumer Selling Strategies	3.0				
• MKT 215	(none)	Segmentation and Target Marketing	3.0				
• MKT 220	(BUSAD 220/MAT 220)	Introduction to Electronic Commerce OR	3.0				
CIS 220	(none)	Introduction to Electronic Commerce	3.0				
<i>Plus select 6 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				
• JOUR 135	(none)	Public Relations OR	3.0				
MKT 135	(none)	Public Relations	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				

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.

Associate Degrees and Certificates of Achievement (In alphabetical order) - For a complete list of programs of study (associate degrees, certificates, skills competency awards and department awards) and requirements, go to http://www.sbccc.edu/appl/degrees_certificates.php.

Accounting (AS)
 Accounting/Assistant Bookkeeper IV (C)
 Administration of Justice (AA/AS/C)-3 emph. avail (AS&C), 1(AA)
 Administration of Justice for Transfer (AS-T)
 Alcohol and Drug Counseling (AA/C)
 American Sign Language (AA)
 Animation and Gaming (AA/C)
 Anthropology (AA)
 Anthropology for Transfer (AA-T)
 Applied Photography (AA/C)
 Art (AA) - 2 emphases available
 Art History for Transfer (AA-T)
 Associate Child Care Teacher (C)
 Automotive Services & Technology (AS/C)

Biological Sciences (AA)
 Black Studies (AA)
 Business Administration (AA/C) – 3 emphases available for AA, 2 for C
 Business Administration for Transfer (AS-T)

Cancer Information Management (AS/C)
 Chemistry (AA)
 Chicano Studies (AA)
 Commercial Music (C)
 Communication (AA) - 2 emphases available
 Communication Studies for Transfer (AA-T)
 Computer App. & Office Mgmt (AS/C) - 2 emphases available
 Computer Information Systems (AS) – Emph. in System Admin. available
 Computer Network Engineering (AS/C)
 Computer Science (AS/C)
 Construction Technology (AS/C)
 Cosmetology (AS/C)
 Creative Writing (C) – 2 emphases available
 Culinary Arts (AS/C)

Database Programming and Applications Development (C)
 Diagnostic Medical Sonography (C)
 Diversity Issues in ECE (C)
 Drafting/CAD (AS/C)

Early Childhood Education (AS/C)
 Early Childhood Education for Transfer (AS-T)
 Economics (AA)
 Economics for Transfer (AA-T)
 Elementary Teacher Education (AA-T)
 Engineering (AA/AS)
 English (AA)
 English for Transfer (AA-T)
 Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C
 Environmental Studies (AA)
 Ethnic Studies (AA)

Film Production (AA)
 Film and Media Studies (AA)
 Finance (AA/C)
 French (AA)

Geography (AA)
 Geography for Transfer (AA-T)
 Geological Sciences (AS)
 Geology for Transfer (AS-T)
 Global Studies (AA)
 Graphic Design & Photography – Graphic Design Conc. (AA/C)

Health Information Technology (AS)
 Healthy Aging (AA)
 History (AA)
 History for Transfer (AA-T)
 Honors (C/C with highest honors) – 2 emphases available
 Hospitality (AS/C)
 Infant/Toddler Development (C)
 Interior Design (AA/C)
 International Business (AA/C)
 Introduction to Graphic Design (C)

Journalism (AA/C)
 Journalism for Transfer (AA-T)

Kinesiology for Transfer (AA-T)

Law & Society (AA) - Emphasis in Criminal Justice available
 Liberal Arts (AA) – Emphasis in Biomedical Sciences
 Liberal Arts & Sciences (AA) – 3 emphases available
 Liberal Studies (AA) – Emphasis in Education

Marine Diving Technician (AS/C)
 Marketing (AA/C)
 Mathematics (AA)
 Mathematics for Transfer (AS-T)
 Media Arts (AA/C)
 Medical Coding Specialist (C)
 Middle East Studies (AA)
 Music (AA)

Native American Studies (AA)
 Natural History (AA)
 Nursing - ADN (AS)

PC Support/Network Management (C)
 Philosophy (AA)
 Philosophy for Transfer (AA-T)
 Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.
 Physics (AA/AS)
 Physics for Transfer (AS-T)
 Political Science (AA)
 Political Science for Transfer (AA-T)
 Post-Professional Practice in ADC (C)
 Psychology (AA)
 Psychology for Transfer (AA-T)

Radiography (AS)
 Real Estate (AS/C)

School-Age Care (C)
 Sociology (AA)
 Sociology for Transfer (AA-T)
 Spanish (AA)
 Spanish for Transfer (AS-T)
 Studio Arts for Transfer (AA-T)

Theatre Arts (AA) - 3 emphases available
 Theatre Arts for Transfer (AA-T)
 Transfer – CSU General Education Breadth Pattern (C)
 Transfer – IGETC (C)

Vocational Nursing (AS/C)

Wastewater Technology Education (C)
 Water Technology Education (C)

Key: (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement



Santa Barbara City College

Marketing

2017-18

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.

SBCC: Your Open Door to Educational Excellence