

MARKETING, CERTIFICATE OF ACHIEVEMENT

Banner Code: 3_CN_BUSM

Control Number: 23048

Financial Aid Eligible

The program consists of various concentrations that will prepare an individual to have an understanding of business practices and provides students with the opportunity to select specific courses to meet their professional or personal business goals. These concentrations will provide entry-level professionals with knowledge and skills to work in a variety of business environments.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Effectively communicate solutions to business problems, using appropriate language and tools and demonstrating understanding of business terms and concepts.
2. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.
3. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information based approach.

Certificate Graduation Requirements

A Certificate is awarded upon completion of the required coursework with a grade of C or higher in each course. A grade of P (Pass) is acceptable, however, the student must meet an overall GPA requirement of 2.0 to receive the certificate. To receive the certificate, a student must file a petition for graduation during their final semester prior to the application deadline as noted on the Coastline Graduation webpage (<https://www.coastline.edu/student-life/graduation.php>).

Certificate of Achievement

Certificate programs are designed to prepare individuals to enter a particular field of employment or to provide in-service training to those already employed. Certificates of Achievements are majors that include 16 units or more and will be posted on the transcript. They may be used as elective units towards the A.A. or A.S. Degree.

- Student must be in attendance at the time requirements are completed.
- Students must also earn a minimum of 12 units of coursework at Coastline, excluding experiential credit.
- A student with prior experience may be excused from certain certificate courses.
- 50 percent of the certificate program's units must be completed at Coastline no matter how the total number of units required for the certificate can be met.

Course	Title	Units
Required Core		
Complete the following:		
BUS C100	Introduction to Business	3

Course	Title	Units
BUS C110	Business Law/Legal Environment of Business	3
BUS C150	Introduction to Marketing	3
MS C100	Principles of Management	3
Electives		
Complete 9-10 units of the following:		9-10
BUS C120	Personal Finance	
BUS C130	E-Commerce: Strategic Thinking and Management	
BUS C142	Entrepreneurial Marketing and Operations	
CIS C111	Information Systems, Programming, and Database Management	
MCOM C100	Introduction to Mass Communications	
BUS C283 or BUS C284	Work Based Learning	
Total Units		21-22