



Marketing

Certificate of Completion (CC)

Planning Guide 2012–2013

Revised 4/25/12

Program Information

Length of Program: 30 Credits

Completion Award: Certificate of Completion

Enrollment: Fall, Winter, Spring

Approximate Quarterly Costs: \$25-\$85

(in addition to tuition, books and parking)

Website: www.shoreline.edu/genbusad.aspx

Program Advisors:

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Program Description

Shoreline Community College offers a short-term program in Marketing leading to a Certificate of Completion (CC) and an entry level position in the business marketing field. Students interested in advancement are encouraged to enroll in a longer course of study to complete a Certificate of Proficiency (CP) or an Associate in Applied Arts and Sciences (AAAS) degree in Marketing. Those interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

EPC 2454

Marketing—What is it?

Students acquire an overview of basic marketing principles, including retail marketing, professional selling, pricing, promotion and advertising. For advanced study, courses can apply toward a Certificate of Proficiency or an Associate of Applied Arts and Science degree in Marketing.

Program Outcomes:

Students who successfully complete this program should be able to:

1. Understand the basic principles of marketing: buying, selling, product development, pricing, promotion, distribution strategies and market research.
2. Apply advertising strategies—planning, producing and selecting appropriate media.

Career Opportunities—What can I do with a Certificate in Marketing?

Graduates of the Marketing program may find employment in broad spectrum of business environments and a variety of business positions, including Marketing Specialist, Advertising or Public Relations Specialist, Market Research Analyst, Account Executive, Copy Writer, Product Developer, Event Planner and Media Director. Many new positions created in small, rapidly growing businesses. Salaries vary depending upon position, level of responsibility and previous experience.

Potential employers include: Business Management Companies, Retail Stores, Advertising Agencies, Public Relations Firms, Computer Services, Consulting Firms and Non-Profit Organizations. For more, please visit career information and resources at www.shoreline.edu/acc/CareerCounseling.aspx

PROGRAM PREREQUISITES: Placement into ENGL& 101 English Composition OR BUSTC 215 Professional Communications and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

CERTIFICATE OF COMPLETION—30 CREDITS

PROGRAM REQUIREMENTS			
Core Business Requirements	QTR	GR	CR
BUS& 101 Intro to Business			5
BUS 102 Business Mathematics			5
BUS 120 Principles of Marketing			5
Marketing Requirements			
BUS 135 Retail Marketing*	WIN		5
BUS 220 Advertising & Sales*	SPR		5
BUS 225 Professional Selling*	FALL		5

* Courses marked with an asterisk are offered during the quarter listed.

Course Substitutions:	
Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH& 107 Math in Society

RECOMMENDATIONS:

Job Search Information

<http://www.workforceexplorer.com/>

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

CERTIFICATE COMPLETION

Students should automatically receive their Certificate after successful completion all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.