

MARKETING AND SALES

Certificate of Achievement

Career/Technical (Major Code: C2113)

Prepares students for in-person and on-line marketing jobs and gigs within small to medium sized businesses and as entrepreneurs. Job positions include marketing specialist, assistant marketing manager, assistant marketing services manager, social media marketer, and sales associate.

This program combines business skills in marketing, advertising, and communication with technical skills in social media and e-commerce. Students gain a working knowledge of techniques to increase and optimize business-oriented Web traffic in various social media venues.

Program Student Learning Outcome

- Students will develop a comprehensive marketing plan that includes at least one social media element.

Gainful Employment

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that "prepares students for gainful employment in a recognized occupation."

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment (<http://swccd.edu/gainfulemployment/>).

Code	Title	Units
Required Core ¹		
BUS 147	SUCCESSFUL SELLING TECHNIQUES	2
BUS 174	INTRODUCTION TO INTEGRATED MARKETING COMMUNICATIONS	3
CIS 257	WEB 2.0 SOCIAL MEDIA STRATEGIES	3
Total Units		8

Code	Title	Units
Recommended Electives		
ART 192	INTRODUCTION TO DIGITAL IMAGING	3
CIS 152	USING HTML AND CSS TO CREATE WEB PAGES	3
FTMA 100	EDITING I	3
RA&T 120	RECORDING TECHNIQUES	3

¹ This Certificate of Achievement is "stackable." With this certificate plus additional business courses and general education credits, students can earn an Associate in Science Degree in Business Management. Please see the Business Management section of the Southwestern College catalog or a Southwestern College counselor for more information.