

# MARKETING

## LONG BEACH CITY COLLEGE Curriculum Guide for Academic Year of 2010-2011 Certificate of Achievement and/or Associate in Arts

ALL THE INFORMATION CONTAINED HEREIN IS SUBJECT TO CHANGE WITHOUT NOTICE.

For possible updates to this guide please refer to the following website: <http://osca.lbcc.edu>

### CAREER OPPORTUNITIES

The certificate of achievement and degree programs prepare students for a wide range of entry and mid-level positions in marketing. Students can enhance their skills in strategic and tactical market planning by studying the internal and external forces that affect all organizations. With additional courses identified on a transfer curriculum guide for Business Administration, students can prepare for a baccalaureate degree in this field.

### DEPARTMENTAL ADMISSION REQUIREMENTS

None. For more departmental information call (562) 938-4328, or go to the department website at [HTTP://business.lbcc.edu](http://business.lbcc.edu).

\*The Required Courses are listed in the recommended sequence:

#### REQUIRED COURSES

		UNITS	In Progress	Completed Grade
MKTG 47	Essentials of Marketing (F, SP)	3		
MKTG 41	Marketing Communications (F, SP)	3		
MKTG 40	Salesmanship (F, SP)	3		
IBUS 75	Intro to Logistics (F, SP)	3		
<b>Subtotal units</b>		<b>12</b>		

#### Select TWO (2) courses from the following:

GBUS 5	Introduction to Business (F, SP, S)	3		
LAW 18A	Business Law (F, SP, S)	3		
MGMT 80	Small Business Entrepreneurship (F, SP)	3		
<b>Subtotal Units</b>		<b>6</b>		
<b>TOTAL UNITS</b>		<b>18</b>		

#### RECOMMENDED Courses Not Required

ACCTG 200A	Introduction to Accounting	3		
CAOTC 34	Introduction to Computers and Applications (F, SP, S)	3		
CAOTO 15	Business Communications (F, SP, S)	3		
CBIS 6A	Introduction to IT Concepts & Applications (F, SP, S)	4		
* ECON 1A-1B	Macro & Micro Economic Analysis	3:3		
LAW 18B	Business Law (F, SP)	3		

### LEGEND

\* This course is an exception to the "double-counting" rule; it may be double-counted.

♦ This course has a co-requisite - Enrollment for semester must total at least 7 units including this course.

(SP = Spring) (S = Summer) (F = Fall) (INF = Infrequently) = Represents general frequency of course offering

## GRADUATION REQUIREMENTS

### For **CERTIFICATE OF ACHIEVEMENT**:

This certificate is a one to two year program in occupational/technical areas at Long Beach City College which provides training in job skills and employment opportunities. Complete the required units with a minimum grade of "C" in each course and a minimum grade point average of 2.5. Fifty per cent (50%) or more of the unit requirements for this field of concentration must be completed in residence (credit earned by exam, where applicable, may be included).

### For **ASSOCIATE IN ARTS DEGREE**:

The Associate Degree is a two-year college degree awarded by Long Beach City College which includes general education courses and a major. In addition to the requirements for the Certificate of Achievement, complete the A. A. degree requirements specified in the catalog. The requirements for general education/proficiency and the field of concentration need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout (see the catalog for definition of "continuous enrollment"). Fifty per cent (50%) or more of the unit requirements for this field of concentration must be completed in residence (credit earned by exam, where applicable, may be included).

**NOTE:** To receive a certificate or degree you must submit completed application forms in the Admissions and Records Office during your final semester of course work.

In general, "double-counting" is not allowed. That is, one course may not be used to fulfill both a field of concentration requirement and to fulfill a general education requirement.

***Students interested in transferring to a university to continue their study in this field of concentration or other majors are strongly advised to consult an LBCC academic counselor and refer to the ASSIST website ([www.assist.org](http://www.assist.org)) for major preparation information. Counselors can clarify the different major and admissions requirements at a university. Students may visit the Student Success/Transfer Services Center to access further educational resources. If you need to set up an appointment to see a counselor or schedule the SOAR Test, call LAC (562)938-4561 or PCC (562)938-3920.***