



Cerritos College

BUSINESS MARKETING CERTIFICATE OF ACHIEVEMENT

Program of Study

DIVISION/DEPARTMENT REQUIREMENTS		UNITS
BA 100	Fundamentals of Business	3
BA 101	International Business	3
BA 107	Human Relations in Business	3
BA 110	Advertising	3
BA 114	Marketing	3
BA 121	Sales	3

TOTAL CERTIFICATE REQUIREMENTS: 18

RECOMMENDED COURSES:

BA 104	Managing Cultural Diversity	3
BA 106	Human Resource Management	3
BA 113	Legal Environment of Business	3
BA 115	Management – Business	3
BA 120	Management – Accounting and Internal Control	3
BA 132	Computer Applications for Managers	3
BA 156	Motivational Presentation Skills for Managers	3
BA 157	Principles of Public Relations	3
or JOUR 157	Principles of Public Relations	(3)
BA 171-174	Business Administration Work Experience	1-4
RE 101	Real Estate Principles	3

ASSOCIATE IN ARTS DEGREE REQUIREMENTS:

Plan A (Degree and/or Career Option): Meet the requirements for a Certificate of Achievement in Business Marketing (18 units). Take 12 units of the recommended Courses. Complete 18 units of identified general education courses (see Plan A Degree and/or Career Option), proficiency requirements and electives, if necessary, to total a minimum of 60 degree applicable units.

Plan B (CSU General Education Requirements): Meet the requirements for a Certificate of Achievement in Business Marketing (18 units). Complete a minimum of 39 units of identified CSU general education courses (see Plan B CSU General Education Requirements), the health and wellness proficiency requirement, and elective courses, if necessary, for a minimum of 60 degree applicable units. Please check lower division major requirements for specified transfer institutions as listed.

Plan C (Intersegmental General Education Transfer Curriculum – IGETC – For Transfer to UC and CSU): Meet the requirements for a Certificate of Achievement in Business Marketing (18 units). Complete a minimum of 35 (UC) or 38 (CSU) units of identified general education courses (see Plan C – IGETC General Education Requirements), the health and wellness proficiency requirement, and elective courses, if necessary, for a minimum of 60 degree applicable units. Please check lower division major requirements for specified transfer institutions as listed.

BUSINESS MARKETING

NOTE: Although many of these courses are transferable, this Certificate/AA Degree is nontransferable.

CAREER OPPORTUNITIES: Prepares the student for a variety of career opportunities in business, industry, government, and self-employment.

Please see Business counselors or the respective department for additional alternatives.

See Cerritos College Graduation Requirements.