

Program Description

This program prepares individuals to undertake and manage the process of developing both consumer and business markets, and communicating product benefits to targeted market segments. This includes instruction in buyer behavior and dynamics, sales promotions, building customer relationships, effective pricing, marketing campaigns, principles of marketing research, strategic market planning, advertising methods, customer service, retailing, and applications for specific products and markets.

Campus

MOV, NOR, RIV

Award Type

AS, S

Career Opportunities

- Account Development Manager
- Account Manager
- Distribution Sales Manager
- Inside Sales Representative
- Marketing Representative
- Sales Director
- Sales Manager
- Sales Representative

Wages

	Annual	Hourly
Advertising Sales Agent	\$49,300	\$23.72
Sales Representative	\$52,900	\$25.43

Contact Information

Moreno Valley – (951) 571-6125
 Norco – (951) 372-7067
 Riverside – (951) 222-8551

BUSINESS ADMINISTRATION

AS525/CE525

MARKETING CONCENTRATION Certificate Program

Major Core Requirements:

Required Courses (18 units)		Units
ACC-1A	Principles of Accounting I	3
BUS-10	Introduction to Business	3
BUS-18A	Business Law I	3
BUS-20	Business Mathematics	3
BUS-22	Management Communications	3
CIS-1A	Intro. to Computer Information Systems	3
or		
CIS/CAT3	Computer Applications for Working Professionals	3

Major Concentration Requirements

12

In addition to Business Administration Major Core Requirements of 18 units noted above, choose another 12 units from the Marketing concentration listed below:

Business Administration Major Core Requirements		18
<u>Required for this concentration</u>		<u>3</u>
MKT-20	Principles of Marketing	3
and		
Select another 9 units from the following:		9
MKT-40	Advertising	3
MKT-41	Techniques of Selling	3
MKT-42	Retail Management	3
MKT-200	Work Experience	1-2-3-4
BUS-43	International Business-Marketing	3
BUS-51	Principles of E-Commerce	3
BUS-80	Principles of Logistics	3

NOTE: Marketing is a concentration of the Business Administration program.

Accounting	Logistics Management
Banking and Finance	Management
Business	Marketing
Human Resources	Real Estate

NOTE: Students must complete all Business Administration Major Core Requirements and must complete Major Concentration Requirements (total of 30 units) in order to receive the Certificate in the Concentration area of their choice.

Associate in Science Degree

The Associate in Science degree in Business Administration with a Major Concentration will be awarded upon completion of the requirements for the certificate, plus completion of the graduation requirements as described in the catalog. Note: A student may obtain Certificates in Business Administration with Major Concentrations in more than one field of study.

