



Business, Law, and Information Technology Career and Academic Pathways (CAPs) Program Map: Certificate of Achievement for Business Marketing I

Total number of units: 19 units

Top Code/Academic Plan: 0509.00

Updated on May 26, 2022

Fall Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	BUS 001	Introduction to Business	3	BUS 001 is recommended. There is no prerequisite for this course. This course is both CSU & UC transferable. This course gives students a well-rounded background in all the different aspects of a business. It will cover marketing, management, accounting, law, computer systems, economics, and entrepreneurship. BUS 001 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."	The BUS 001 course is offered every semester, including winter and summer sessions. It is offered both online and on-campus. This course typically reached capacity quickly during the winter and summer sessions
Program Course	MGMT 013 or MGMT 015 or SUPV 001	Choose one elective: Small Business Entrepreneurship, Small Business Management II, or Elements of Supervision	3	Electives; Students may choose between Small Business Entrepreneurship, Small Business Management II, or Elements of Supervision as an elective. MGMT 013 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."	MGMT 015 and SUPV 001 have limited offerings during each semester. Students are recommended to take SUPV 001 & MGMT 015 as soon as it fits with their schedule.
Program Course	MARKET 001	Principles of Selling	3	MKTG 001: Principles of Selling focuses on person-to-person sales strategies and understanding buyers' social styles, and recognizing multiple sales models. This course can be applied to many other certificates and degrees. Note: There is no prerequisite for this course.	MARKET 001 is offered online throughout the year.
Program Course	BUS 011	Job Retention & Responsibility	1	BUS 011: Topics include job orientation, business office employer expectations, customer service, dealing with difficult co-workers in the office, goal setting and career planning, mentoring, continuing education, and business ethics.	This course is offered online. Course availability is limited. It is recommended that students register for this course as soon as it fits their schedule.

Total Units 10

Winter Session	Course Code	Course	Units	Notes	Advising Notes
Program Course	CIS 101	Introduction to Computers and Their Uses	3	There is no prerequisite for this course. This course is both CSU & UC transferable. CIS 101 meets the GE Area D2 (Communication and Analytical Thinking) requirement. Speak to a counselor for details.	CIS 101 is regularly offered during the fall, spring, winter, and summer sessions both online and on campus.

Total Units 3

Spring Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	MARKET 011	Fundamentals of Advertising	3	MARKET 011 introduces students to the role of advertising in our economy.	MARKET 011 is primarily offered in the Spring semester. It is recommended that students consider taking this course as soon as it fits their schedule due to limited offerings. Check the ELAC schedule of classes for availability.
Program Course	MARKET 011 MARKET 012 OR MARKET 023	Advertising Copy and Layout OR Introduction to Social Media Marketing	3	MARKET 023 – Introduction to Social Media Marketing – is recommended. Marketing is a course and a topic that is covered extensively for any business student. This course does not have a prerequisite.	MARKET 023 is typically offered in the spring semester with limited availability. Check the ELAC schedule of classes for availability.

Total Units 6

Degree Path and Requirements:

These courses meet the requirements for a certificate of achievement in Business Marketing. All of these courses listed in this certificate may also be applicable to other certificates and degrees. Students should meet with an academic counselor to confirm which courses will qualify for other certificates and degrees. Students who intend to transfer should consult with a transfer counselor for guidance.

This map is a suggested term-by-term sequence of courses to complete the program in a recommended time frame. This is an efficient and recommended plan, but actual plans may vary by individual student need. This map cannot replace a meeting with [counselors](#). Students can apply for certificates as soon as the necessary courses are completed. Meet with a counselor and the financial aid office to ensure continued financial aid. Check with [financial aid](#) for eligibility.

Department Advising Notes:

Full-time students and part-time students should be able to finish this certificate in one academic year. BUS 001 and FINANCE 008 are typically offered during the winter and summer session. Check the [ELAC schedule of classes](#) for availability.

Be aware; some courses may have limited offerings. Be sure to consider career and degree goals when choosing a course with more than one option. (example, a career in Finance may benefit from additional math-based courses or a focus on finance courses such as FINANCE 002. Students who want to prepare for a career as entrepreneurs or small business owners should consider taking MGMT 015.

Program Description

This program is designed to train students to advance in retail sales, insurance sales, department manager and buyer, chain store manager, credit manager, advertising salesperson, and wholesale sales work. The program is also planned for those who plan to operate their own business.

Career and Transfer Opportunities

Careers/Positions obtained with a Marketing certificate are as follows: Entry-level Marketing Associate Positions, annual salary from \$31,000 - \$61,000. Digital Marketing, starting annual salary \$25,168 - \$52,852. Media and Communication Worker, average annual wage \$48,568. Sales Representative, annual salary from \$29,000 - \$74,000 (does not include bonuses and commissions). Market Research Analyst, average annual salary \$63,650, top annual salary \$121,000 (expected job growth is 19%). Sales Manager, mean salary \$117,960, top annual salary \$208,000.

Students who wish to transfer should consult with a transfer counselor.

The courses in this certificate may transfer to programs that offer bachelor's degrees in management. For example:

[Pepperdine University undergraduate in business management.](#)

[Woodbury University bachelors degree in business](#)

Visit the [Transfer Center](#) for transfer information, which varies based on transfer college. Make an appointment with a [counselor](#). Students can visit [Career and Job Services](#) for career counseling and further exploration. For additional resources, students pursuing a certificate can visit the [American Job Center of California](#) on ELAC main campus.

Youtube Videos

[What Can You Do with a Marketing Degree? 7 Career Paths to Pursue \(2018\)](#)

[Careers in Marketing - How to Choose a Specialty and Score the Best Salary \(2020\)](#)

[2019's Top Types of Marketing Jobs](#)

Program Map

A suggested sequence of classes to complete a degree, certificate, or program of study. Students should consult an academic counselor for variations to this plan based on part-time or full-time status, transfer plans, pre-requisites needed, etc.

Prerequisite Course

A specific course that must be completed before advancing to the next course.

Check the online catalog at elac.edu for the latest and most accurate information.

Contact

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