

Student Name: _____

SID: _____

 Courses may be subject to prerequisites and minimum grade requirements. Check online at <http://bellevuecollege.edu/classes/All/>

PROGRAM REQUIREMENTS			REQUESTED SUBSTITUTION/TRANSFER CREDIT (if applicable)					
Course	Course Title	Credits	College/University	Course	Credits	Grade	Quarter	Year
CORE COURSEWORK								
BTS 109	Business Communications	5						
BTS 161	Business Software Essentials	5						
BUS& 101	Introduction to Business	5						
BUS 145	Business Mathematics	5						
CMST& 220	Public Speaking	5						
MKTG 110	Client Customer Relations	5						
MKTG 131	Principles of Professional Selling	5						
MKTG 154	Principles of Marketing	5						
MKTG 234	Advertising	5						
Choose 5 credits from the following:		5						
BUS 120	Organizational Behavior (5 Cr)							
BUS 250	Entrepreneurship (5 Cr)							
MKTG 200	International Marketing (5 Cr)							
TOTAL		50						

Please complete this form prior to meeting with the Program Chair for signature. Completed form must be submitted to the Evaluations/Graduation Office when applying for graduation.

Program Chair: _____

Date: _____

Sales & Marketing 2014-2015 Certificate of Achievement (continued)

CERTIFICATE REQUIREMENTS

Must earn a cumulative GPA of 2.00 in all coursework taken at BC, and in all courses applied to the degree. Complete at least one-third of all the credits applicable toward the degree or certificate in residence at BC.

DESCRIPTION

The Sales and Marketing Certificate of Achievement builds on the skills developed in the Sales and Marketing Certificate of Accomplishment. This certificate also aligns students for the Marketing Management associate degree.

Learning Outcomes

Certificate recipients should possess the skills and abilities described below:

- Apply advanced skills in the fundamentals of marketing, selling, advertising, communication and computer skills to develop or improve business concepts
- Identify and apply the e-marketing principles and concepts to on line organizations
- Enhance oral and written communication skills as well as team building skills through variable marketing assignments
- Demonstrate an ability to work in teams and with diverse groups in developing marketing campaigns and selling presentations to accomplish specific organizational tasks
- Demonstrate knowledge of business software to improve workflow

STAYING ON TRACK

Use Degree Audit to track your progress toward completion of this degree at <http://bellevuecollege.edu/degreeaudit/>

Please refer to <http://bellevuecollege.edu/programs/degrees/> for latest degree updates and further information.

GRADUATION APPLICATION

Students must apply for graduation. Submit your graduation application form two quarters prior to the expected graduation date and pay the application fee.

Application deadlines:

- Fall: June 1
- Winter: October 10
- Spring: December 10
- Summer: March 15

PROGRAM CONTACT INFORMATION

www.bellevuecollege.edu/classes/all/ *Sales & Marketing*