

BUSINESS MARKETING

DEGREES, CERTIFICATES AND AWARDS

Associate in Science Degree (A.S.)

Certificate of Achievement

DESCRIPTION

Business Administration programs at IVC, both at the associate degree and certificate of achievement levels, prepare the student by offering courses that allow students opportunities to acquire practical skills, technical knowledge and experience in a variety of fields. The fields of study available are: Business Administration for transfer, Accounting Technician, Administrative Assistant, Financial Services, Management, Marketing and Office Technician. These programs introduce the student to the world of commercial transactions, which occur in the distribution of resources in our American economic system.

The Business Marketing program provides students with education and training needed for entry level marketing positions in areas such as government, retail, banking and hospitality. These positions require students who are mature, adaptable, analytical, and who have good organizational and communication skills. Students who intend to pursue a four-year business degree should follow the Business Administration major.

ASSOCIATE DEGREE AND CERTIFICATE OF ACHIEVEMENT PROGRAMS

The Associate in Arts (AA) or the Associate in Science (AS) Degree involves satisfactory completion of a minimum of 60 semester units with a C average or higher, including grades of C in all courses required for the major, and fulfillment of all IVC district requirements for the associate's degree along with all general education requirements. The degree provides a sound basis for transfer to upper division institutions for additional degrees or for higher vocational preparation. To be eligible to receive an Associate Degree the student must complete the requirements for the major, the District requirements for an Associate Degree, and the General Education requirements. In addition students must maintain a minimum grade point average and meet the minimum grade requirements of their program. Detailed information is available in the college catalog.

The Certificate of Achievement program is designed for students with personal or occupational goals who wish early employment. To qualify for the Certificate, a student must satisfy the following requirements: (1) complete all courses listed for a particular certificate.; (2) achieve a "C" average (2.0 GPA) for all courses used to complete the certificate; and, (3) file a Certificate Application form with Admissions and Records by the appropriate deadline(s) identified on the application.

CAREER OPPORTUNITIES

Of the career opportunities identified many will usually require the completion of degree requirements at 4-year colleges and universities.

- Account Executive
- Advertising Analyst
- Customer Relations Manager
- Direct Marketing Manager
- E-commerce Analyst
- Logistics Manager
- Manufacturers Representative
- Research/Development Director
- Marketing Analyst
- Market Research Analyst
- Marketing Manager
- Merchandising Manager
- Product Manager
- Public Opinion Specialist
- Public Relations Specialist
- Retail Store Manager
- Sales Manager
- Sales Representative
- Sports Promotion Director

Gainful Employment: Federal regulations require institutions to provide students with Gainful Employment information for specific certificate programs offered at IVC. Please click on our Programs of Study link to view the information for each certificate program: <http://www.imperial.edu/courses-and-programs/programs-of-study/>

TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree at Imperial Valley College may not be the same as those required for completing the major at a transfer institution offering a bachelor's degree. Students who plan to transfer to a four-year college or university should schedule an appointment with an IVC Counselor to develop a student education plan (SEP) before beginning their program.

Transfer Resources:

www.ASSIST.org – CSU and UC Articulation Agreements and Majors Search Engine

www.CSUMentor.org – CSU System Information
www.universityofcalifornia.edu/admissions/index.html - UC System Information

www.aiccu.edu – California Independent Colleges and Universities, Association of

<http://wiche.edu/wue> - Western Undergraduate Exchange Programs

FINANCIAL AID

Paying for the cost of a college education requires a partnership among parents, students and the college. As the cost of higher education continues to rise we want you to know that IVC offers a full array of financial aid programs – grants, work study, scholarships, and fee waivers (we do not participate in the federal loan programs). These programs are available to both full and part time students who are seeking a degree or certificate. For those who qualify, financial aid is available to help with tuition, fees, books and supplies, food, housing, transportation, and childcare. Please log onto our website for additional information: www.imperial.edu/students/financial-aid-and-scholarships/

BUSINESS MARKETING

ASSOCIATE DEGREE PROGRAM

BUSINESS MARKETING MAJOR – A.S. DEGREE

Twenty-five (25.0) units required for the major.

ALL COURSES FOR THIS MAJOR MUST BE COMPLETED WITH A MINIMUM GRADE OF "C" OR BETTER.

I. Required courses for this major (22.0 units)

BUS	124	Introduction to Business	3.0
BUS	126	Business and the Legal Environment	3.0
BUS/AG	132	Business Management	3.0
BUS	144	Principles of Marketing	3.0
BUS	210	Principles of Financial Accounting	4.0
BUS	260	Business Communications	3.0
CIS	101	Introduction to Information Systems	3.0

II. Acceptable courses for the major (minimum of 3.0 units from the following courses)

BUS	010	Practical Accounting (3.0)	
BUS	060	Essentials in Workplace Communication (3.0)	
BUS	134	Management Concepts of Supervision (3.0)	
BUS	136	Human Relations in Management (3.0)	
BUS	140	Business Retailing (3.0)	
BUS	142	Practical Salesmanship (3.0)	
BUS	148	Personal Finance (3.0)	
BUS	220	Principles of Managerial Accounting (4.0)	
CIS	102	Computer Applications Laboratory (1.0)	
CIS	108	Computer Accounting (3.0)	
CIS	124	Excel I (1.0)	
CIS	124	Excel II (1.0)	
ECON	101	Introduction to Micro Economics (3.0)	
ECON	102	Introduction to Macro Economics (3.0)	
WE	201	Employment Readiness (1.0)	
WE	220	Internship (1.0)	

Total Major Units	25.0
IVC Graduation Requirements and GE Pattern:	30.0
Electives (as needed to reach 60 degree applicable units)	
Total Maximum Units:	60.0

CERTIFICATE PROGRAM

BUSINESS MARKETING CERTIFICATE

Twenty-five (25.0) units required for the certificate.

ALL COURSES FOR THIS CERTIFICATE MUST BE COMPLETED WITH A MINIMUM GRADE OF "C" OR BETTER.

I. Required courses for this certificate (22.0 units)

BUS	124	Introduction to Business	3.0
BUS	126	Business and the Legal Environment	3.0
BUS/AG	132	Business Management	3.0
BUS	144	Principles of Marketing	3.0
BUS	210	Principles of Financial Accounting	4.0
BUS	260	Business Communications	3.0
CIS	101	Introduction to Information Systems	3.0

II. Acceptable courses for the certificate (minimum of 3.0 units from the following courses)

BUS	010	Practical Accounting (3.0)	
BUS	060	Essentials in Workplace Communication (3.0)	
BUS	134	Management Concepts of Supervision (3.0)	
BUS	136	Human Relations in Management (3.0)	
BUS	140	Business Retailing (3.0)	
BUS	142	Practical Salesmanship (3.0)	
BUS	148	Personal Finance (3.0)	
BUS	220	Principles of Managerial Accounting (4.0)	
CIS	102	Computer Applications Laboratory (1.0)	
CIS	108	Computer Accounting (3.0)	
CIS	124	Excel I (1.0)	
CIS	125	Excel II (1.0)	
ECON	101	Introduction to Micro Economics (3.0)	
ECON	102	Introduction to Macro Economics (3.0)	
WE	201	Employment Readiness (1.0)	
WE	220	Internship (1.0)	

Total Certificate Units	25.0
Total Maximum Units:	25.0