

# MANAGEMENT/MARKETING, BASIC CERTIFICATE



College(s): DA\*, HW\*, KK\*, OH\*, TR, WR\*

Program Code: 0023

*\*Beginning Summer 2016, this program is no longer accepting new students at DA, HW, KK, MX, OH, or WR. Please refer to CCC's other Business offerings.*

## Program Requirements

| Code   | Title  | Hours     |
|--|--|-----------|
| <b>Required Program Core</b>                         |  |           |
| BUSINES 111  | Introduction To Business                       | 3         |
| Select one of the following:                         |  | 3         |
| BUSINES 141  | Business Mathematics                           |           |
| MATH 118   | General Education Math (or higher Mathematics) |           |
| Select a minimum of 9 credit hours of the following: |  | 9         |
| BUSINES 231  | Marketing                                      |           |
| BUSINES 236  | Advertising                                    |           |
| BUSINES 237  | Selling  |           |
| BUSINES 258  | Small Business                                 |           |
| BUSINES 269  | Principles Of Management                       |           |
| Select one of the following:                         |  | 3         |
| ENGLISH 101  | Composition                                    |           |
| SPEECH 101   | Fund Of Speech Communicatn                     |           |
| SPEECH 160   | Business & Professional Speech                 |           |
| <b>Total Hours</b>                                   |  | <b>18</b> |