

# SALES AND MARKETING, SKILLS COMPETENCY AWARD (SCA)

## Overview

This department offers personal and professional, transferable and degree programs in finance. Students interested in the financial services industry should consider the course of study described for the Finance Certificate. Additional courses in personal money management and real estate investment offer opportunities for personal development. These programs have been designed in consultation with leading local professionals. Commercial and investment banks, savings and loans, credit unions, thrifts and finance companies are looking for candidates with these skills.

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Marketing courses are designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution and government regulations.

## Requirements

### Skills Competency Award Requirements

Complete all department requirements with a "C" or higher or "P" in each course. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
<b>Department Requirements</b>		
BUS 101	Introduction To Business	3
COMP 103	Internet Communications	1
COMP 171	Business English	3
MKT 101	Introduction to Marketing	3
MKT 203	Marketing Communications	3
MKT 205	Consumer Selling Strategies	3
<b>Total Units</b>		<b>16.00</b>

## Learning Outcomes

1. Demonstrate the ability to sell products.
2. Demonstrate appropriate customer service techniques.
3. Develop an advertising plan for a product.
4. Calculate the break-even point of a product, given fixed costs, variable costs and a selling price.
5. Analyze a variety of advertising media and identify the appropriate media selection based upon cost per thousand.

6. Write an effective advertisement using AIDA.
7. Communicate clearly and effectively using the telephone.

## Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment ([http://www.sbccc.edu/starfish/howtos/starfish\\_appt\\_how\\_to.pdf](http://www.sbccc.edu/starfish/howtos/starfish_appt_how_to.pdf)).