WHY CHOOSE DVC?
THE DVC BUSINESS EXPERTS

DVC’s Business Administration Department offers a wide selection of high-quality business courses throughout the year. Its dedicated faculty and helpful staff are committed to help students meet their business education goals. The expert faculty includes business educators, small-business owners, attorneys, technical writers, consultants, CPAs, human resource specialists, corporate executives, and other professionals.

Students who earn an associate degree in business can make median salaries of up to $60,000, and those who earn a bachelor degree can expect to make up to $95,000 or more.

MISSION STATEMENT Diablo Valley College is passionately committed to student learning through the intellectual, scientific, artistic, psychological, and ethical development of its diverse student body. Diablo Valley College prepares students for transfer to four-year universities; provides career and technical education; supports the economic development of the region; offers pre-collegiate programs; and promotes personal growth and lifelong learning.

PERKINS STATEMENT This project was funded fully or in part by Carl D. Perkins Career Technical Education Act of 2006, awarded to Diablo Valley College and administered by the California Community Colleges Chancellor’s Office. It is the policy of Diablo Valley College not to discriminate against any person on the basis of race, color, national origin, sex or disability in all of its educational and employment programs and activities.

NON-DISCRIMINATION STATEMENT The district shall not discriminate based on ethnic group identification, race, color, age, citizenship, ancestry, religion, marital status, national origin, sex, sexual orientation, mental or physical disability, medical condition, veteran status, parental status, or because a student is perceived to have one or more of these characteristics.

I’M INTERESTED.
WHAT SHOULD I DO NOW?

Call the Business Department at:
925-969-2688

or visit www.dvc.edu/programs

www.dvc.edu

ADMISSIONS OFFICE: 925-685-1310
COUNSELING OFFICE: 925-969-2140

Last updated: 9-6-16

YOUR FUTURE BEGINS HERE!
What skills do students gain by studying business marketing at DVC?

Students of the business marketing program learn:

- principles of marketing
- business statistics
- professional selling
- advertising principles
- integrated marketing communications
- international business
- consumer behavior
- marketing research
- internet marketing
- ethics in marketing

Students become proficient in the marketing planning process, from goal setting to situation analysis and marketing strategy development to marketing implementation and control. Building marketing competencies prepares students for a job in a large organization, small business, or startup.

What are the requirements for earning a certificate of achievement in business marketing?

To earn the certificate of achievement, students must:

- complete each course used to meet a certificate requirement with a “C” grade or higher
- complete at least 25 percent of all coursework at Diablo Valley College
- complete all course work within a five (5) year period

Most or all of DVC’s marketing courses count toward the elective requirements for a two-year associate degree and are transferable to four-year universities.

What is the business marketing program?

DVC’s business marketing program provides a solid foundation in many aspects of strategic marketing, advertising and integrated marketing communications, professional selling, retail merchandising, and emerging trends in social and interactive media.

Why study business marketing at DVC?

Graduating from DVC’s business marketing program prepares students for jobs in a number of areas, including brand and product management, sales and sales management, public relations, advertising and promotions, marketing research, marketing logistics, and nonprofit services.

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What can I do with a certificate of achievement in business marketing?

Regardless of whether students plan to become a marketing professional or do something else in business, a basic understanding of marketing is important to all businesspeople. If you need marketing tools in your current line of work, require them for career advancement, or plan to apply them in your own business, this program will benefit you.

Those employed in marketing management positions can earn median total pay packages in the neighborhood of $38,351 to $101,904. So don’t delay. Start a program in business marketing today! (Source: www.payscale.com)

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When and where are classes offered?

Students can choose from day, evening, short-term, and summer classes. Take them at convenient campus locations in Pleasant Hill and in San Ramon, or enroll in flexible online classes that can be accessed from almost anywhere and at anytime.

How long will it take to earn a certificate of achievement in business marketing?

A certificate of achievement in business marketing offers the basics for entry-level jobs in fields within marketing. Courses include marketing, professional selling, advertising, and applied advertising and promotion.

“It is impossible to understate the importance of Business Marketing in the 21st Century ‘Knowledge Economy’. Whether you’re deciding to launch your own retail store, an e-commerce business, or a tech startup, or you’re planning to become a gardener or an architect, understanding and gaining practical experience in business marketing is of critical importance. I believe the skills gained in the DVC Business Marketing program are, to quote a highly successful marketing campaign, ‘Priceless!’”

Andy Lambert, MBA - Growth Strategist - Instructor of Business Strategy in the College of Business at San Francisco State University