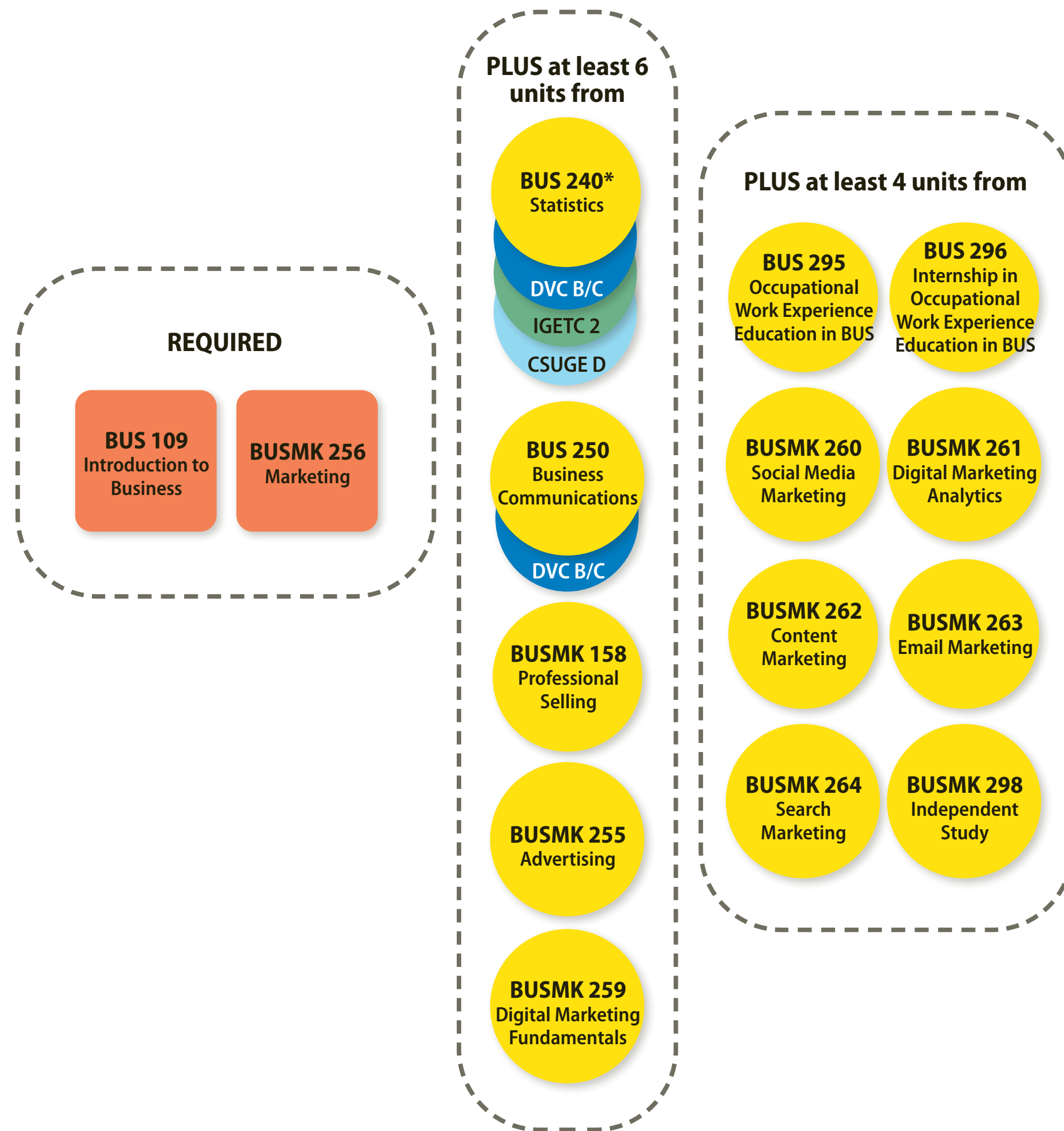
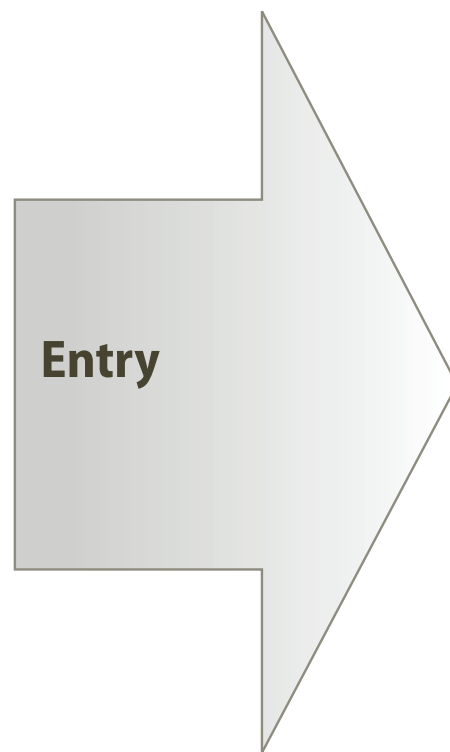


Business Marketing Certificate of Achievement



total minimum required units 16

- Required
- Elective
- IGETC category
- CSUGE category
- DVC GE category
- * This course has prerequisites.

PROGRAM LEARNING OUTCOMES

- Students completing the program will be able to:
1. Demonstrate knowledge of business operations, the business organization, and business procedures.
 2. Determine the demand for products and services offered by a firm and its competitors and identify potential customers.
 3. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied.
 4. Participate in product development or monitor trends that indicate the need for new products and services.
 5. Identify and implement cost-effective distribution channels and promotional mixes.

Careers in

- Large organization, small business, or startups.

You need to see a Counselor for specific recommendations about courses that will best meet your educational goals. Not all courses on the map are offered every term. Consult the Catalog and the Schedule of Classes for more details.

For information about transferring, see:
<https://www.dvc.edu/enrollment/transfer/index.html>

For information on careers in this field see:
<https://www.dvc.edu/enrollment/career-employment/index.html>