

Sample Academic Plan: Business- Marketing Certificate of Achievement

Catalog: 22-23

GE Pattern: N/A

Full Time, Total Units: 21

NOTE: This program roadmap represents one possible pathway to complete the program. Please see a counselor to create an academic plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability. For counseling appointments call (916) 660-7400.

First Year

Semester 1 (14 units)

Course Number	Course Title	Units	Area
BUS 0260	Introduction to Business	3 units	Major
BUS 0280	Introduction to Marketing	3 units	Major
BUS 0281	Advertising	3 units	Major

Semester 2 (15 units)

Course Number	Course Title	Units	Area
BUS 0282	Marketing in the Digital Age	3 units	Major
BUS 0283	Retailing	3 units	Major
BUS 284	Selling Dynamics	3 units	Major
BUS 0201	Financial Accounting I	3 units	Major Elective