



Summer 2017

Business Management –Marketing and Sales
Certificate of Proficiency
20 Credits

This certificate program teaches the fundamental skills required for success in marketing and sales. This certificate can be completed as little as one to two quarters and provides immediately applicable skills for a business professional or entrepreneur. All courses apply towards the Business Management Associate in Applied Arts degree.

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Dept./No.	Course Title	Credits
BUS 121	Marketing Fundamentals	5
BUS 159	Professional Selling	5
BUS 202	Introduction to Project Management	5
BUS 257	Customer Service Strategies	5