

CERTIFICATE OF ACHIEVEMENT BUSINESS: MARKETING

DEGREE OBJECTIVE

The Business Certificate consists of four concentrations that will prepare an individual to have an understanding of business practices and provides students with the opportunity to select specific courses to meet their professional or personal business goals. The four concentrations will provide entry-level professionals with knowledge and skills to work in a variety of business environments.

CERTIFICATES OF ACHIEVEMENT

Whether you are looking to update your skills, change careers, or begin a career while completing your degree, Coastline's Certificate Programs are designed to prepare individuals to enter a particular field of employment or to provide enhanced training to those already employed.

CERTIFICATE TO DEGREE COMPLETION

Students that complete this Certificate of Achievement may work towards an Associate in Arts Degree.

SUMMARY OF REQUIREMENTS

- 50% of the certificate program must be completed at Coastline to satisfy residency requirements.
- All courses must be completed with a grade of 'C' or higher.

GENERAL INFORMATION

- Courses available online may not be offered every session. Please refer to our [online Class Schedule](#) for current course offerings. Courses not offered online may be taken at other regionally accredited institutions and/or may be satisfied through military training and experience.
- Check with your counselor regarding credit for military training and/or experiential learning through non-traditional coursework.

MAJOR RELATED

Complete all of the following

Offered Online	Course Name	Course Title	Course Units
Yes	BUS C100	Introduction to Business	3.00
Yes	BUS C110	Business Law/Legal Environment of Business	3.00
Yes	BUS C150	Introduction to Marketing	3.00
Yes	MS C100	Organization/Management	3.00

MAJOR PROGRAM ELECTIVES

Choose 3 of the following courses:

4 SH of Work Based Learning will be satisfied by Military Rank E4 and higher

Offered Online	Course Name	Course Title	Course Units
Yes	BUS C120	Personal Financial Planning	3.00
No	BUS C130	E-Bus: Strategic Thinking & Mgmt	3.00
Yes	BUS C222	Small Business Operation & Mgmt	3.00
Yes	CIS C111	Introduction to Info. Systems & Program	3.00
Yes	MCOM C100	Introduction to Mass Communication	3.00
No	MS C284	Work Based Learning	4.00



STATEMENT OF ACCREDITATION

Coastline Community College is accredited by the Accrediting Commission for Community and Junior Colleges (ACCJC) of the Western Association of Schools and Colleges (10 Commercial Blvd., Suite 204, Novato, CA 94949, 415.506.0234, an institutional accrediting body recognized by the Council for Higher Education Accreditation and the U.S. Department of Education. Additional information about accreditation, including the filing of complaints against member institutions, can be found at: [ACCJC Website](#).