



**2009 - 2010**  
Academic Year

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Cupertino, CA 95014  
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Business Dept.  
Coordinator  
408-864-8615

Business & Computer  
Systems Division  
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408-864-8796, 8797

Counseling Center  
Student & Community  
Services Bldg. 2nd Fl.  
408-864-5400

Career Center  
Student & Community  
Services Bldg. 2nd Fl.  
408-864-5711

# Marketing Management

Please visit the Counseling Center to apply for certificates and degrees, and for academic planning assistance.

### Certificate of Achievement Requirements

- A minimum "C" grade in each major course.
- Note: A maximum of six (6) quarter units may be transferred from other academic institutions.

### Certificate of Achievement-Advanced Requirements

- A minimum "C" grade in each major course.
- Demonstrated proficiency in English and mathematics as evidenced by eligibility for EWRT 1A or ESL 5 and eligibility for MATH 114.  
Note: A maximum of 18 quarter units may be transferred from other academic institutions.

### A.A./A.S. Degree Requirements

- Completion of all General Education (GE) requirements (31-42 quarter units) for the A.A./A.S. degree. GE units must be completed with a minimum 2.0 GPA ("C" average).
- Completion of all major requirements. Each major course must be completed with a minimum "C" grade. Major courses can also be used to satisfy GE requirements (except for Liberal Arts degrees).  
Note: A maximum of 22 quarter units from other academic institutions may be applied toward the major.
- Completion of a minimum of 90 degree-applicable quarter units (GE and major units included). All De Anza courses must be completed with a minimum 2.0 GPA ("C" average). All De Anza courses combined with courses transferred from other academic institutions must be completed with a minimum 2.0 GPA ("C" average).  
Note: A minimum of 24 quarter units must be earned at De Anza College.

Major courses for certificates and degrees must be completed with a letter grade unless a particular course is offered on a pass/no-pass basis only.

## Marketing Management

### Certificate of Achievement †

Complete the following and meet the corresponding certificate requirements.

BUS 10	Introduction to Business	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5
Complete one (1) course from the following:		3-5
ACCT 1A	Financial Accounting I (4)	
BUS 18	Business Law I (5)	
BUS 54	Business Mathematics (5)	
BUS 56	Human Relations in Business (5)	
BUS 59	Promoting Your Small Business (5)	
BUS 60	International Business Management (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Business (5)	
BUS 93	Consumer Behavior (3)	
BUS 96A	Principles of Management (5)	
Total Units Required . . . . .		22-24

## Marketing Management

### Certificate of Achievement-Advanced

Complete the following and meet the corresponding certificate requirements.

BUS 10	Introduction to Business	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5
Complete five (5) courses from the following:		22-25
ACCT 1A	Financial Accounting I (4)	
BUS 18	Business Law I (5)	
BUS 54	Business Mathematics (5)	
BUS 56	Human Relations in Business (5)	
BUS 59	Promoting Your Small Business (5)	
BUS 60	International Business Management (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Business (5)	
BUS 93	Consumer Behavior (3)	
BUS 96A	Principles of Management (5)	
Total Units Required . . . . .		41-44

## Marketing Management

### A.A. Degree

Complete the following for the major and meet the A.A./A.S. degree requirements.

ACCT 1A	Financial Accounting I	4
BUS 10	Introduction to Business	5
BUS 18	Business Law I	5
BUS 54	Business Mathematics	5
BUS 60	International Business Management	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5
BUS 96A	Principles of Management	5
Complete a minimum of nine (9) units from the following:		9
BUS 21	Business and Society (5)	
BUS 56	Human Relations in Business (5)	
BUS 57	Human Resource Management (4)	
BUS 59	Promoting Your Small Business (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Business (5)	
BUS 85	Business Communication (3)	
BUS 93	Consumer Behavior (3)	
SPCH 16	Interpersonal Communication (4)	
COOP 51 series	COOP 51, 51W, 51X Occupational Work Experience (1-4)	
Note: Four (4) units in COOP courses may apply.		

Major	Marketing Management	52 units
GE	General Education (31-42 units)	
Electives	Elective courses req'd. when major units plus GE units total is less than 90	
Total Units Required . . . . .		90 units

† This certificate was submitted for State approval. Please check with the department for the status.