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Student & Community  
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### Certificate of Achievement Level 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 Level Requirements

1. A minimum "C" grade in each major course.
2. 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

1. 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).
2. 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.
3. 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 only offered on a pass/no-pass basis.

## Marketing Management

### Certificate of Achievement

Students learn the fundamentals of general business administration, marketing, selling, advertising, and other related functions. They also prepare for a wide variety of marketing-related careers. The Marketing Management program is built on the ladder concept, whereby students can complete a certificate of achievement and/or a certificate of achievement-advanced en route to the Associate in Arts degree.

*Student Learning Outcomes - upon completion, students will be able to:*

- identify and distinguish the elements of the marketing mix for an organization in a given business environment.

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 10	Introduction to Business	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5

<i>Complete one (1) course from the following:</i>		5
ACCT 1A	Financial Accounting I (5)	
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 96	Principles of Management (5)	
Total Units Required . . . . .		24

## Marketing Management

### Certificate of Achievement-Advanced

Students learn the fundamentals of general business administration, marketing, selling, and advertising. Other related subjects the program covers such as business law, accounting, and management give them additional insight into the marketing concepts and techniques they learn by placing them in a broader context. Students pursuing this certificate prepare for a wide variety of marketing-related careers. The Marketing Management program is built on the ladder concept, whereby students can complete a certificate of achievement and/or a certificate of achievement-advanced en route to the Associate in Arts degree.

*Student Learning Outcomes - upon completion, students will be able to:*

- apply and analyze marketing concepts for an organization in a given business environment.

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 10	Introduction to Business	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5

<i>Complete five (5) courses from the following:</i>		25
ACCT 1A	Financial Accounting I (5)	
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 96	Principles of Management (5)	
Total Units Required . . . . .		44

## Marketing Management

### A.A. Degree

Students pursuing an A.A. in Marketing Management prepare for a wide variety of marketing-related careers such as Marketing Events Coordinator, Retail Sales Manager, Marketing Communications Associate, Inside Sales Representative, Sales Specialist/Coordinator, and Sales Support Specialist. Students learn the fundamentals of general business administration with an emphasis on marketing, advertising, selling, international business, and management.

*Student Learning Outcomes - upon completion, students will be able to:*

- develop an appropriate marketing plan for an organization in a given business environment.

1. Meet the A.A./A.S. degree requirements.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
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 96	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)
SPCH 70	Effective Organizational Communication (4)

Major	Marketing Management	53 units
GE	General Education (31-42 units)	
Electives	Elective courses required when major units plus GE units total is less than 90	
	Total Units Required . . . . .	90 units

## Marketing Management

### A.A. Degree

Students pursuing an A.A. in Marketing Management prepare for a wide variety of marketing-related careers such as Marketing Events Coordinator, Retail Sales Manager, Marketing Communications Associate, Inside Sales Representative, Sales Specialist/Coordinator, and Sales Support Specialist. Students learn the fundamentals of general business administration with an emphasis on marketing, advertising, selling, international business, and management.

*Student Learning Outcomes - upon completion, students will be able to:*

- develop an appropriate marketing plan for an organization in a given business environment.

1. Meet the A.A./A.S. degree requirements.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
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 96	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)
SPCH 70	Effective Organizational Communication (4)

Major	Marketing Management	53 units
GE	General Education (31-42 units)	
Electives	Elective courses required when major units plus GE units total is less than 90	
	Total Units Required . . . . .	90 units