Please visit the Counseling Center to apply for 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.

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).
   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 en route to the A.A. 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

Complete one (1) course:
ACCT 1A Financial Accounting I (5)
or ACCT 1AH Financial Accounting I - HONORS (5)
BUS 18 Business Law I (5)
BUS 54 Business Mathematics (5)
BUS 56 Human Relations in the Workplace (5)
BUS 59 Promoting Your Business with Social Media (5)

Marketing Management
A.A. Degree
Students pursuing an A.A. degree 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
or ACCT 1AH Financial Accounting I - HONORS 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:

BUS 21 Business and Society (5)
BUS 56 Human Relations in the Workplace (5)
BUS 57 Human Resource Management (4)
BUS 59 Promoting Your Business with Social Media (5)
BUS 65 Leadership (5)
BUS 70 Principles of E-Business (5)
BUS 85 Business Communication (3)
SPCH 70 Effective Organizational Communication (5)
or SPCH 70H Effective Organizational Communication - HONORS (5)

Major Marketing Management 53
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