

Business: Marketing

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Career Focus:

- Prepared for immediate employment, advanced certifications, and further education.

About the program:

- Experience a dynamic range of business strategies for creating, communicating, and delivering products and services to customers.
- Design and implement powerful marketing and management plans.
- Develop unique materials for effective advertising, brand building, and public relations campaigns.

Courses:

Course name	HCC Credit	WCSD Credit	WCSD Course Number
Principles of Selling	3	1	BUS327
Sports Marketing	3	1	BUS322
Principles of Marketing	3	1	BUS324
English in the World of Work	NA	1	ENG215
Introduction to Business	3	1	BUS310
Principles of Retailing	3	1	BUS347

Potential Course Sequence:

Sophomore	<ul style="list-style-type: none"> ● Introduction to Business ● Principles of Marketing
Junior	<ul style="list-style-type: none"> ● No sequence required
Senior	<ul style="list-style-type: none"> ● No sequence required

