

Recommended Sequence of Courses

Program of Study: Business Marketing, Certificate

Department: Business Administration

Coordinator: Roy Gattinella (707) 527-4235

Effective: Spring 2012

Course Number	Course Title	Units
First Semester		
BMK 50	Marketing	3.0
BMK 57	Introduction to Public Relations	1.5
BMK 59	Consumer Behavior	1.5
BMK 54	Advertising	3.0
BMK 51	Principles of Selling	3.0
First Semester Unit Total:		12.0
Second Semester		
BAD 53	Introduction to Solving Business Problems w/Spreadsheets	1.5
BMG 52	Written Communication in Organizations	3.0
BMG 53	Oral Communication in Organizations	3.0
BMG 54	Quantitative Skills/Math	3.0
Second Semester Unit Total:		10.5

Minimum units to meet program requirements: 22.5

Notes: SPCH 1A is accepted for BMG 53

Area B MATH is accepted for BMG 54