

## Skills Competency Award Requirements

Students must complete all courses with a grade of C or higher or Pass. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

### Total Units Required: 16

<i>Current Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution &amp; Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• BUS 101 .....	(BUSAD 101/1) .....	Introduction to Business .....	3.0	_____			
• COMP 103 .....	(COMAP 103/CIS 110) .....	Internet Communications.....	1.0	_____			
• COMP 171 .....	(COMAP 171/BOE 1/OIS 100)....	Business English .....	3.0	_____			
• MKT 101 .....	(1).....	Introduction to Marketing.....	3.0	_____			
• MKT 203 .....	(3).....	Marketing Communications .....	3.0	_____			
• MKT 205 .....	(5).....	Consumer Selling Strategies.....	3.0	_____			
Optional:							
• BUS 290 .....	(BUSAD 290/199AB/61AB).....	Work Experience in Business Admin ..	1-4	_____			

### Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.

**Associate Degrees and Certificates of Achievement (In alphabetical order) - For a complete list of programs of study (associate degrees, certificates, skills competency awards and department awards) and requirements, go to [http://www.sbcc.edu/apply/degrees\\_certificates.php](http://www.sbcc.edu/apply/degrees_certificates.php).**

Accounting (AS)	Health Information Technology (AS)
Accounting/Assistant Bookkeeper IV (C)	Healthy Aging (AA)
Administration of Justice (AA/AS/C)-3 emph. avail (AS&C), 1(AA)	History (AA)
Administration of Justice for Transfer (AS-T)	History for Transfer (AA-T)
Alcohol and Drug Counseling (AA/C)	Honors (C/C with highest honors) – 2 emphases available
American Sign Language (AA)	Hospitality (AS/C)
Animation and Gaming (AA/C)	Infant/Toddler Development (C)
Anthropology (AA)	Interior Design (AA/C)
Anthropology for Transfer (AA-T)	International Business (AA/C)
Applied Photography (AA/C)	Introduction to Graphic Design (C)
Art (AA) - 2 emphases available	Journalism (AA/C)
Art History for Transfer (AA-T)	Journalism for Transfer (AA-T)
Associate Child Care Teacher (C)	Kinesiology for Transfer (AA-T)
Automotive Services & Technology (AS/C)	Law & Society (AA) - Emphasis in Criminal Justice available
Biological Sciences (AA)	Liberal Arts (AA) – Emphasis in Biomedical Sciences
Black Studies (AA)	Liberal Arts & Sciences (AA) – 3 emphases available
Business Administration (AA/C) – 3 emphases available for AA, 2 for C	Liberal Studies (AA) – Emphasis in Education
Business Administration for Transfer (AS-T)	Marine Diving Technician (AS/C)
Cancer Information Management (AS/C)	Marketing (AA/C)
Chemistry (AA)	Mathematics (AA)
Chicano Studies (AA)	Mathematics for Transfer (AS-T)
Commercial Music (C)	Media Arts (AA/C)
Communication (AA) - 2 emphases available	Medical Coding Specialist (C)
Communication Studies for Transfer (AA-T)	Middle East Studies (AA)
Computer App. & Office Mgmt (AS/C) - 2 emphases available	Music (AA)
Computer Information Systems (AS) – Emph. in System Admin. available	Native American Studies (AA)
Computer Network Engineering (AS/C)	Natural History (AA)
Computer Science (AS/C)	Nursing - ADN (AS)
Construction Technology (AS/C)	PC Support/Network Management (C)
Cosmetology (AS/C)	Philosophy (AA)
Creative Writing (C) – 2 emphases available	Philosophy for Transfer (AA-T)
Culinary Arts (AS/C)	Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.
Database Programming and Applications Development (C)	Physics (AA/AS)
Diagnostic Medical Sonography (C)	Physics for Transfer (AS-T)
Diversity Issues in ECE (C)	Political Science (AA)
Drafting/CAD (AS/C)	Political Science for Transfer (AA-T)
Early Childhood Education (AS/C)	Post-Professional Practice in ADC (C)
Early Childhood Education for Transfer (AS-T)	Psychology (AA)
Economics (AA)	Psychology for Transfer (AA-T)
Economics for Transfer (AA-T)	Radiography (AS)
Elementary Teacher Education (AA-T)	Real Estate (AS/C)
Engineering (AA/AS)	School-Age Care (C)
English (AA)	Sociology (AA)
English for Transfer (AA-T)	Sociology for Transfer (AA-T)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C	Spanish (AA)
Environmental Studies (AA)	Spanish for Transfer (AS-T)
Ethnic Studies (AA)	Studio Arts for Transfer (AA-T)
Film Production (AA)	Theatre Arts (AA) - 3 emphases available
Film and Media Studies (AA)	Theatre Arts for Transfer (AA-T)
Finance (AA/C)	Transfer – CSU General Education Breadth Pattern (C)
French (AA)	Transfer – IGETC (C)
Geography (AA)	Vocational Nursing (AS/C)
Geography for Transfer (AA-T)	Wastewater Technology Education (C)
Geological Sciences (AS)	Water Technology Education (C)
Geology for Transfer (AS-T)	
Global Studies (AA)	
Graphic Design & Photography – Graphic Design Conc. (AA/C)	

**Key: (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement**



**Santa Barbara City College**

# Sales and Marketing

*2016-17*

## Skills Competency Award in Sales and Marketing

Upon completion of the Skills Competency Award in Sales and Marketing, the following competencies will be achieved:

- Demonstrate the ability to sell products.
- Demonstrate appropriate customer service techniques.
- Develop an advertising plan for a product.
- Calculate the break-even point of a product, given fixed costs, variable costs and a selling price.
- Analyze a variety of advertising media and identify the appropriate media selection based upon cost per thousand.
- Write an effective advertisement using AIDA.
- Communicate clearly and effectively using the telephone.

## Job Opportunities

This program will prepare students for working in the areas of telemarketing sales, sales support, newsletter assistant, traffic marketing assistant, and trade show representative.

***SBCC: Your Open Door to Educational Excellence***