

## Standards for Success

A commitment to excellence in the mastery of business skills and technology is the formula used at Clark College to prepare students for career success today and in the future.

Through close association with business representatives in the community, Clark College faculty have developed a curriculum based upon the knowledge, job skills, and professional attitudes needed to meet the challenge of the workplace.

The goals for those studying business at Clark College may include:

- Acquiring immediate skills to enter the job market
- Increasing earning potential
- Expanding career options
- Personal growth
- Transferring to a four-year degree college or university



### College Abilities

Clark College has identified six college-wide abilities that help students apply what they learn. The core abilities are taught across the curriculum and students continually practice and improve their skills in the six areas.

#### Communication

The ability to understand and deliver written, spoken and visual communication clearly and accurately.

#### Critical Thinking/Problem Solving

The ability to formulate, evaluate and synthesize facts, data, ideas, assumptions, values and points of view.

#### Effective Citizenship

The ability to identify community issues; evaluate and respect various opinions and values; and articulate one's own perspective.

#### Global/Multicultural Perspectives

The ability to identify, analyze and demonstrate how culture shapes world perceptions, values and behaviors.

#### Lifelong Learning

The ability to set and revise goals, access resources and assume responsibility for one's own learning.

#### Information/Technology

The ability to identify resources; retrieve and manage data; interpret, evaluate and use information; and adapt to changing technologies.

Clark College does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, sexual orientation, gender identity, gender expression, creed, disabled veteran status, marital status or Vietnam-era veteran status in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:

Director for Equity and Diversity  
Baird Administration Building  
(360) 992-2355  
(360) 992-2835 (TTY)

## Business Administration

# Professional Sales Marketing



- Certificate of Proficiency in Professional Sales  
-Three-quarter program
- Associate in Applied Science Degree in Marketing  
-Two-year program



# Professional Sales Marketing

The Business Administration program teaches individuals how to maintain a competitive edge in business today through theory and practical application.

The success of most organizations in our economy is dependent on the ability of sales representatives to sell their products, services, or ideas. Career opportunities are available for qualified applicants as manufacturers' representatives, brokers, and industrial and retail salespersons. Successful sales experience can be financially rewarding and can lead to managerial positions.

Sales and marketing provide the critical link between the producers of goods and services and the consumers of those products. Sales and marketing professionals identify target groups of customers and then design, promote, sell, and distribute goods and services that meet the needs of those customers. With the foundation these programs provide, the student will be prepared for a career in distribution, manufacturing, retail, or wholesale businesses. The two-year program is recommended for entry into the varied and interesting marketing field.

Students must complete all specifically listed courses and major area requirements with a minimum grade of "C" or better in order to successfully complete the program and earn the award.



## Professional Sales *Certificate of Proficiency*

### Major Area Requirements

#### First Quarter

BTEC	101	Beginning Keyboarding *	3 credits
or	190	Refresher Keyboarding *	3 credits
BUS	101	Introduction to Business	5 credits
or	115	Small Business Management	3 credits
or			
MGMT	100	The Business Environment	5 credits
BUS	251	Professional Selling	3 credits
MATH	065	Fundamentals of Business Math	5 credits

#### Second Quarter

BTEC	150	Computer Business Applications	5 credits
BUS	028	Basic Accounting Procedures	3 credits
BUS	116	Merchandising Management	3 credits
CMST	101	Public Speaking	5 credits
or	201	Small Group Communication	5 credits
ECON	101	Introduction to Economics	3 credits

#### Third Quarter

BUS	029	Basic Accounting Procedures	3 credits
BUS	117	Advertising	3 credits
or	217	Principles of Advertising	5 credits
BUS	260	Principles of Marketing	5 credits

**Total Credits Required** **47-51 credits**

*(including General Education Requirements)*

\* Register for BTEC 100.

Refer to the Degree & Certificate Requirements section in the Clark College Catalog to identify the courses needed to satisfy the General Education Requirements.

## Marketing

*Associate in Applied Science Degree*

### Major Area Requirements

#### First Quarter

BUS	101	Introduction to Business	5 credits
or			
MGMT	100	The Business Environment	5 credits
MATH	065	Fundamentals of Business Math (or equivalent)	5 credits

#### Second Quarter

BUS	028	Basic Accounting Procedures	3 credits
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#### Third Quarter

BUS	029	Basic Accounting Procedures	3 credits
BUS	260	Principles of Marketing	5 credits
CMST	101	Public Speaking	5 credits

#### Fourth Quarter

BUS	224	Business Law	5 credits
BUS	251	Professional Selling	3 credits

#### Fifth Quarter

ECON	101	Introduction to Economics	3 credits
or	201	Macroeconomics	5 credits

#### Sixth Quarter

BUS	117	Advertising	3 credits
or	217	Principles of Advertising	5 credits

**Minimum Credits Required** **90 credits**

*(including General Education Requirements)*

Refer to the Degree & Certificate Requirements section in the Clark College Catalog to identify the courses needed to satisfy the General Education Requirements.