

MARKETING (CP)(PLAN CODE: SALMAC45)

To view the current suggested map for your program please visit our website <https://programmap.clark.edu/academics> (<https://programmap.clark.edu/academics/>)

Academic Plans, known as programs, include an overview description and a summary of program requirements. You can search the online catalog via the Academic Plan links on the right for a desired program or a specific course information.

Code	Title	Credits/ Units
General Education Requirements		
<i>Communication Skills (minimum 3 credits/units required)</i>		
ENGL& 101	English Composition I	5
<i>Computational Skills (minimum 3 credits/units required)</i>		
BUS 102	Business Math Applications	5
<i>Human Relations (minimum 3 credits/units required)</i>		
BUS 148	Business Professional Self Development	3
Business Core Courses		
ACCT 129	Basic Accounting Procedures	5
BUS& 101	Introduction to Business	5
BUS 150	Computer Business Applications	5
MGMT 101	Principles of Management	3
Major Area Requirements		
BUS 117	Advertising	3
BUS 251	Professional Selling	3
COLL 101	College Essentials: Introduction to Clark	2
DMA 101	Photoshop Raster Graphics	4
ECON 101	Introduction to Economics	3
Total Credits/Units		46

Program Outcomes

Program outcomes are overarching skills that are emphasized and reinforced throughout several courses in a specific program; they are measurable statements that define what students should know or be able to do by the end of a certificate or degree at Clark College. After successful completion of this program, students will be able to:

- Articulate well-considered ideas and written claims to an academic audience, using effective rhetorical techniques, properly credited evidence, and a command of Standard English. (GE)
- Demonstrate and clearly explain an effective strategy to solve a quantitative problem. (GE)
- Demonstrate interpersonal/human relations skills. (GE)
- Create an effective business advertisement to meet the needs of target market(s).
- Apply selling techniques managing a buyer-seller relationship, including service follow-up.
- Demonstrate digital imaging skills through photo sourcing, image manipulation, compositing, and output using software techniques and technical equipment.

Program maps are a suggested academic plan and should not be used in the place of regular academic advising appointments. Your student entry method, placement, course availability, and program requirements are subject to change and transfer credit(s) may change your map/plan.