

BUSINESS COMMUNICATIONS AND MARKETING - CERTIFICATE OF ACHIEVEMENT

The Business Communications and Marketing - Certificate of Achievement is designed to equip students with a comprehensive understanding of communication theories, intercultural competence, marketing principles, and business writing to prepare them for diverse careers like Marketing Coordinator, Social Media Manager, Corporate Communication Specialist, and Web Designer, in the dynamic fields of communication and marketing. A grade of "C" or better in each course is required to receive the certificate of achievement.

Program Learning Outcomes

- Develop and implement effective digital marketing strategies by utilizing marketing principles and media technologies while leveraging digital platforms for brand positioning and audience engagement.
- Skillfully synthesize knowledge of global communication practices and digital content creation to produce compelling, culturally-sensitive content that effectively engages and resonates with diverse international audiences.

Course	Title	Units
BIS 007	Business Writing Skills	3
BIS 012	Business Document Production	2
BIS 101	Global Communication in the Workplace	3
BIS 109	Microsoft Office	3
BUS 084	Introduction to Marketing Principles	3
CIT 040	Web Design I: Internet Publishing	3
COMS 045	Small Group Communication	3
PSYC C1000	Introduction to Psychology	3
Complete one of the following:		3
COMS 010	Interpersonal Communication	
COMS 035	Intercultural Communication	
JOURN 010	Media Technologies and Society in the Digital Age	
Total Units		26