

Business & Civic Engagement Pathway (BCE) 115

SEMESTER III		UNITS
BUS 005	Business Law I	3
MGMT 002	Organization and Management Theory	3
BUS 040	Business Project Management	3
SUPV 003	Human Relations (Developing Supervisory Leadership)	3

SEMESTER IV		UNITS
MGMT 013	Small Business Entrepreneurship	3
MGMT 033	Personnel Management	3

MANAGEMENT/SUPERVISION

Certificate of Achievement

Major Units: 33

A Certificate of Achievement in Management/Supervision may be earned by completing 33 units of Required Courses listed below with a "C" or better in each course.

REQUIRED COURSES

SEMESTER I		UNITS
BUS 001	Introduction to Business	3
BUS 005	Business Law I	3
BUS 032	Business Communications	3
-or- BUS 033	Technical Report Writing (3)	
CAOT 082	Microcomputer Software Survey in the Office	3
MGMT 002	Organization and Management Theory	3

SEMESTER II		UNITS
ACCTG 021	Bookkeeping and Accounting I	3
MGMT 033	Personnel Management	3
MARKET 021	Principles of Marketing	3
CAOT 085	Microcomputer Office Applications: Spreadsheet	3
SUPV 003	Human Relations (Developing Supervisory Leadership)	3
SUPV 011	Oral Communications	3

MARKETING AND PUBLIC RELATIONS

Award Title	Academic Plan	Award Type	GE Units	Required Course Units	Major Elective Units	Major Units
Marketing and Public Relations	T002894C	A.A.	21*	44	-	44
Marketing and Public Relations	T021831D	C		33	-	33

At least 60 degree applicable units are required to earn an Associate degree.

*GE Units requirements may be fulfilled by completing any General Education Pattern; please consult with a counselor for more details.

These programs are Financial Aid Eligible.

The program is designed to insure all students master all aspects of marketing and public relations, which include advertising, branding, and corporate communications. Students will study and evaluate the effectiveness and appropriateness of marketing and public relations messages while engaging in problem analysis, strategic planning, message development, and tactical solutions. Using both traditional and digital media students will be able to implement compelling marketing campaigns that reach customers and consumers in new and innovative ways, grow market share, and increase bottom line results.

By fulfilling the program requirements, students will have a background in the principles and practices involved in the promotion and distribution of products and services from producers through middleman to the ultimate consumer. This program leads to entry level positions in public relations and marketing careers in business, industry, agency, government, and nonprofit sectors of society. Typical jobs includes, marketing director, public relations representative, corporate consultant, political campaign advisor, small business owner, marketing and non profit communications consultants.

PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the **Degree/Certificate** program, students are able to:

- Understand and communicate the stakeholder point of view in order to develop long range company strategies.
- Analyse consumer trends and development tactical marketing solutions.

MARKETING AND PUBLIC RELATIONS

Associate in Arts Degree

Major Units: 44

Requirements for the Associate in Arts degree in Marketing and Public Relations may be earned by completing 44 units of Required Courses with a "C" or better along with General Education units. Information on the General Education unit requirements may be found in the catalog under Graduation Requirements.

REQUIRED COURSES

The following is a suggested sequence of Required Courses to be taken:

SEMESTER I		UNITS
BUS 001	Introduction to Business	3
BUS 032	Business Communications	3
-or- BUS 033	Technical Report Writing (3)	
BUS 038	Business Computations	3
CAOT 082	Microcomputer Software Survey in the Office	3
SUPV 011	Oral Communications	3

SEMESTER II		UNITS
ACCTG 001	Introductory Accounting I	5
ECON 002	Principle of Economics II	3
MARKET 001	Principles of Selling	3
PUB REL 001	Principles of Public Relations	3

SEMESTER III		UNITS
BUS 005	Business Law I	3
MARKET 021	Principles of Marketing	3
PUB REL 002	Public Relations Techniques	3

SEMESTER IV		UNITS
MARKET 011	Fundamentals of Advertising	3
PUB REL 003	Writing for Public Relations	3

116 Business & Civic Engagement Pathway (BCE)

MARKETING AND PUBLIC RELATIONS

Certificate of Achievement

Major Units: 33

A Certificate of Achievement in Marketing and Public Relations may be earned by completing 33 units of Required Courses listed below with a "C" or better in each course.

REQUIRED COURSES

SEMESTER I		UNITS
BUS 001	Introduction Business	3
BUS 005	Business Law I	3
BUS 032	Business Communications	3
-or- BUS 033	Technical Report Writing (3)	
BUS 038	Business Computations	3
CAOT 082	Microcomputer Software Survey in the Office	3
SUPV 011	Oral Communications	3
SEMESTER II		UNITS
MARKET 001	Principles of Selling	3
MARKET 011	Fundamentals of Advertising	3
MARKET 021	Principles of Marketing	3
PUB REL 001	Principles of Public Relations	3
PUB REL 002	Public Relations Techniques	3

MEDICAL ADMINISTRATIVE ASSISTANT

Award Title	Academic Plan	Award Type	GE Units	Required Course Units	Major Elective Units	Major Units
Medical Administrative Assistant	T010750D	C		29	-	29
This program is Financial Aid Eligible.						

PROGRAM OVERVIEW

The Medical Administrative Assistant Certificate of Achievement prepares students for entry-level employment in a medical/dental/hospital front office. In addition to working in the front office, the assistant will acquire entry level skills in medical billing and coding when working with small or large insurance companies. Also, upon completion of the certificate program, students are prepared to assume entry-level medical/dental duties and responsibilities. The program will also prepare students for career advancement and retraining in the use of current computer and medical office software programs. Most medical administrative assistant programs will prepare students with skills that promote success in the workplace. Typical positions include the following:

- Medical Administrative Assistant
- Medical Administrative Assistant Manager
- Medical Biller
- Medical Coder
- Medical Transcriber

By fulfilling the program requirements, student will have the knowledge of becoming a skilled and responsible medical administrative worker. Medical administrative workers are responsible for a variety of administrative and clerical duties necessary to run and maintain a medical office efficiently. Students will use variety of software packages to produce correspondence, maintain databases, manage projects, as well as organize meetings, manage records, and schedule appointments. Medical administrative workers will compile, process, and maintain medical records of hospital and clinic patients in manner consistent with medical, administrative, ethical, legal, and regulatory systems.

PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the **Certificate** program, students are able to:

- Successfully use medical office software to organize and present information in medical business format.
- Successfully prepare billing and coding documents for medical organizations and insurance companies.
- Communicate effectively in a medical office setting.

MEDICAL ADMINISTRATIVE ASSISTANT

Certificate of Achievement

Major Units: 29

A Certificate of Achievement in Medical Administrative Assistant may be earned by completing 29 units of Required Courses with a "C" or better in each course.

REQUIRED COURSES

SEMESTER I		UNITS
CAOT 002	Computer Keyboarding II	3
CAOT 033	Records Management and Filing	3
CAOT 044	Medical Billing and Coding I	3
CAOT 082	Microcomputer Software Survey in the Office	3
SEMESTER II		UNITS
BUS 032	Business Communication	3
CAOT 046	Medical Transcription	3
CAOT 035	Concepts in Information Systems	3
OR		
CAOT 084	Microsoft Word (3)	
CAOT 037	Introduction to Bookkeeping	3
SEMESTER III		UNITS
CAOT 020	Medical Office Procedures	5