

### Certificate Program

#### MARKETING

- Requires a minimum grade of “C” on each course
- Maximum of 6 Pass/No credit units accepted
- Minimum of 12 units completed in residence at AVC with a minimum of 9 of those units completed in the certificate coursework (credit earned by examination will not be included in these 12 units)
- Refer to catalog or online website for course listings, descriptions, and suggested course sequence if available.

#### Required Courses

	<b>units</b>
ACCT 111, Bookkeeping or ACCT 201, Financial Accounting	3-4
BUS 101, Introduction to Business	3
BUS 113, Business Communications	3
CA 103, Intro. to Microcomputers and Dig. Tech. or CA 221, Computer Concepts and Applications in Business	3-4
DM 101 & 101L Digital Media Arts/Lab	3.5
MGT 101, Management Principles or MGT 105, Elements of Supervision or MGT 201, Small Business Management	3
MKTG 101, Principles of Marketing	3
MKTG 112, Intro. to Advertising	3
MKTG 121, Salesmanship	3
Program Electives	6

**Total Units Required 33.5-35.5**

#### Program Electives

Complete any 6 units from the following:

BUS 201, Business Law	3
CA 141, Developing PowerPoint Presentations	1.5
DM 103, 103L, Graphic Design I/Lab	3.5
PSY 101, General Psychology	3
SOC 101, Intro. to Sociology	3

NOTE: Substitutions may be made with prior approval for certain courses that may not be offered in the two-year period.

#### Prerequisite Completion

If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade in order to enroll in the next course. According to Title 5, Section 55200(d), a satisfactory grade is a grade of “A,” “B,” “C” or “P”. Students who enroll in classes for which they do not meet the prerequisites will be involuntarily dropped. Students will be notified of this involuntary drop.

### AS-Associate Degree

- Every course in the major requires a minimum grade of “C”
- Maximum of 12 Pass/No Pass units accepted
- Minimum of 12 units must be completed at AVC (credit earned by examination will not be included in these 12 units)
- Minimum of 9 units in the major must be completed at AVC (credit earned by examination will not be included in these 9 units)
- Refer to catalog or online website for course listings, descriptions, and suggested course sequence if available.

#### MARKETING

##### Major Required Courses

	<b>units</b>
ACCT 111, Bookkeeping or ACCT 201, Financial Accounting	3-4
BUS 101, Introduction to Business	3
BUS 113, Business Communications	3
CA 103, Intro. to Microcomputers and Dig. Tech. or CA 221, Computer Concepts and Applications in Business	3-4
DM 101 & 101L Digital Media Arts/Lab	3.5
MGT 101, Management Principles or MGT 105, Elements of Supervision or MGT 201, Small Business Management	3
MKTG 101, Principles of Marketing	3
MKTG 112, Intro. to Advertising	3
MKTG 121, Salesmanship	3
Program Electives	6

**Units Required for Major 33.5-35.5**

##### Program Electives

Complete any 6 units from the following:

BUS 201, Business Law	3
CA 141, Developing PowerPoint Presentations	1.5
DM 103, 103L, Graphic Design I/Lab	3.5
PSY 101, General Psychology	3
SOC 101, Intro. to Sociology	3

NOTE: Substitutions may be made with prior approval for certain courses in the major that may not be offered in the two-year period.

##### other requirements for degree

General Education	21-27
Proficiency (See Proficiency Requirements)	*
Electives	<u>0-6.5</u>

**Minimum Units Required 60**

\*Fulfilling proficiencies will not require any extra units if the competencies are demonstrated by including the required courses in the general education, or major requirements, or by satisfying the reading proficiency through AVC’s policy.

#### General Education Requirements

At least 3 units from each of the following areas below: A, B, C, D1, D2, E, and F.

**Minimum Total GE Units Required 21**

##### Area A Natural Sciences (min. 3 units)

ASTR 101, 101L  
BIOL 100, 101, 102, 103, 104, 110, 120, 201, 202, 204, 205  
CHEM 101, 102, 110  
ELTE 101  
ERSC 101  
GEOG 101, 101L, 102, 102L  
GEOL 101, 101L, 102, 102L  
PHYS 101, 102, 110, 120, 211  
PSCI 101

##### Area B Social & Behavioral Sciences

(min. 3 units)

AJ 201, 204, 206  
ANTH 102, 103, 112, 140  
BUS 101  
CFE 102  
COMM 217  
ECON 100, 101, 102, 110  
GEOG 105, 106, 110  
HIST 101, 102, 104, 105, 107, 108, 110, 111, 113, 114, 116, 118, 119  
POLS 101, 103, 200, 201, 202, 203  
PSY 101, 201, 212, 230, 232, 233, 234, 235, 236  
SOC 101, 105, 110, 111, 112, 115, 116, 120

##### Area C Humanities (min. 3 units)

ART 100, 101, 102, 103, 104, 110, 113, 132, 135, 136, 137, 140, 145, 150, 210, 213  
CHIN 101, 102, 201, 202  
COMM 103, 112, 114, 214  
DA 101  
DFST 101, 102, 105, 201, 202  
ENGL 102, 111, 112, 113, 221, 222, 225, 227, 230, 231, 235, 236, 240, 242, 246, 250, 253, 256, 257, 259, 265, 279  
FREN 101, 102, 201, 202, 203  
FTV 101, 103, 107, 108, 201, 203, 251, 261  
GER 101, 102, 201, 202  
HIST 115  
ID 150, 201  
LATN 101, 102, 201  
MUS 101, 105, 111, 131, 132, 151, 153, 185, 231, 232, 251A, 251B, 253A, 253B  
MUSC 102, 103, 107  
PHIL 105, 106, 108, 109  
PHOT 107  
PHTC 101, 150, 201  
SPAN 101, 110SS, 102, 201, 202, 210SS, 220SS  
THA 101, 102, 103, 110, 115A, 115B, 116A, 116B, 117A, 117B, 118A, 118B, 130, 225, 239

##### Area D Language & Rationality

(min. 3 units from (1) and 3 units from (2))

1. *Academic Composition*: Courses fulfilling the written composition requirement shall be

designed to include both expository and argumentative writing.

ENGL 101, 101SL

## 2. *Communication and Analytical*

### *Thinking*

BUS 113

CA 103

CIS 101, 111, 141, 157

COMM 101, 103, 107, 109, 112, 114, 115, 217, 219

ENGL 102, 103

GEOG 201, 205

MATH 102, 115, 116, 120, 124, 128, 135, 140, 148, 150, 160, 220, 230, 250

PHIL 101, 106, 110, 201

### **Area E - Additional Breadth**

(min. 3 units)

From areas A\*\*, B\*\*, C\*\*, D2 \*\*or

CFE 102

COMM 103, 107, 219

HD 100, 101, 102, 103, 105

HE 101, 120, 201

ID 100, 120

LIB 105, 107

NF 100, 102, 103, 110, 150

PSY 212

SOC 111, 116

Any DA activity course(s) from DA 102-205, except DA 107A-C, 108, 109 and 111

Any KIN activity course(s) from KIN 101-180, or up to 4 units for military experience.

\*\* Course must be taken from a discipline not previously selected.

### **Area F Diversity Studies** (min. 3 units)

ANTH 112

BUS 212

CFE 116

COMM 114, 217, 219

ECON 110

ENGL 250, 253, 256, 257, 259

FTV 201, 203

HE 201

HIST 110, 111, 113

MGT 212

MUSC 107

POLS 202

SOC 105, 110, 116

THA 239

### **Proficiency Requirements**

Proficiency requirements exist for the areas of Reading, Writing and Math. Students must demonstrate competency in each of these areas in order to be eligible for the associate degree.

#### A. READING

Eligibility for College Level Reading (AVC assessment) or completion of READ 099 with a minimum grade of "P" (Pass), or completion of an Associate Degree or higher from a regionally accredited institution of higher education.

#### B. WRITING

Completion of ENGL 101 or ENGL 101SL with a minimum grade of "C." NOTE: ENGL 101 may be taken with the Pass/No Pass option; however, students are cautioned that other colleges and universities may not accept ENGL 101 courses taken on a Pass/No Pass basis, especially for satisfaction of general education and major requirements. Students planning to transfer

should check college catalogs for applicable policies.

#### C. MATHEMATICS

Completion of MATH 102 or higher or CIS 121 with a satisfactory grade or placement by AVC assessment into a math course higher than MATH 102.

#### **Electives**

The remaining number of units (up to a minimum of 60) are considered electives. Any course that has already been counted toward (1) the general education requirements, or (2) the major, cannot be used as an elective. Any course with a designation of "AVC" at the end of a course description can be used as an elective.

#### **Grade Point Average Requirement**

An overall grade point average of 2.0 ("C" average) is required.

**Double Counting:** While a course might satisfy more than one general education requirement, it may not be counted more than once for these purposes. A course may be used to satisfy both a general education requirement and a major or area of emphasis requirement.

#### **Residence Requirement**

Of the required 60 units, "at least 12 semester units must be completed in residence at the college granting the degree." Title 5, Section 54000 et seq. Title 5 of the California Code of Regulations is available at <http://ccr.oal.ca.gov> and in the Antelope Valley College Library.

**Double Counting:** While a course might satisfy more than one general education requirement, it may not be counted more than once for these purposes. A course may be used to satisfy both a general education requirement and a major or area of emphasis requirement.

#### **Requirements for Two or More Associate Degrees**

To be eligible for multiple associate degrees, a student must have completed all of the graduation requirements for each degree.

#### **Requirements for Two or More Certificates**

To earn more than one certificate, a course can be used as part of as many certificate requirements as the student wishes to obtain.

#### **Transfer**

Students planning to continue studies at a four-year college or university after AVC should visit the Transfer Resource Center and consult with a counselor as soon as possible to develop a plan of studies. Additional information on official transfer articulation agreements from AVC to many CSU/UC campuses can be found at the following Web site: [www.assist.org](http://www.assist.org)

Students planning to transfer to a four-year institution are strongly advised to follow the Business Administration degree.

Transferability of courses to the CSU or UC systems is indicated at the end of a course description by the notation "(UC, CSU)." For the transferability of courses to all other universities, please consult with a counselor or the Transfer Resource Center.

The "Catalog Rights Policy" sets forth the criteria used for determining the degree requirements under which students may graduate. Please refer to the AVC Catalog for a detailed description or consult with a counselor.

For an educational plan, please consult with a counselor. To obtain counseling services please call: (661) 722-6300 ext. 6338

**Antelope Valley College's website:** [www.avc.edu](http://www.avc.edu)

*To contact the Career & Technical Education Division, please call: 661-722-6300 ext. 6370*

ACCT 111 \*BOOKKEEPING

*Advisory:* Eligibility for ENGL 099, READ 099 and MATH 070.  
(AVC)

ACCT 201 \*FINANCIAL ACCOUNTING

*Advisory:* Completion of ENGL 101/ENGL 101SL, and Eligibility for MATH 115, MATH 116 or MATH 124.  
(CSU, UC, AVC)

BUS 101 \*INTRODUCTION TO BUSINESS

*Advisory:* Eligibility for College Level Reading and ENGL 099.  
(CSU, UC, AVC)

BUS 113 \*BUSINESS COMMUNICATIONS

**Prerequisite:** Completion of ENGL 101/ENGL 101SL.

*Advisory:* Completion of BUS 111.

(CSU, AVC)

BUS 201 \*BUSINESS LAW

*Advisory:* Eligibility for College Level Reading and ENGL 101/ENGL 101SL.  
(CSU, UC, AVC)

CIS 101 \*INTRODUCTION TO COMPUTER INFORMATION SCIENCE

*Advisory:* Eligibility for ENGL 099, READ 099 and MATH 102.  
(CSU, UC, AVC)

CA 103 \*INTRODUCTION TO COMPUTERS AND DIGITAL TECHNOLOGY

*Advisory:* Eligibility for ENGL 099, READ 099 and MATH 070.  
(CSU, UC, AVC)

CA 141 \*DEVELOPING POWERPOINT PRESENTATIONS

*Advisory:* Completion of CA 103 or CA 221.  
(CSU, AVC)

CA 221 \*COMPUTER CONCEPTS AND APPLICATIONS IN BUSINESS

*Advisory:* Completion of ACCT 201, and Eligibility for College Level Reading, ENGL 101/ENGL 101SL and MATH 070.  
(CSU, UC, AVC)

DM 101 \*DIGITAL MEDIA ARTS

**Corequisite:** Concurrent enrollment in DM 101L.

*Advisory:* Completion of ART 110, and Eligibility for READ 099.  
(CSU, AVC)

DM 101L DIGITAL MEDIA ARTS LAB

**Corequisite:** Concurrent enrollment in DM 101.  
(CSU, AVC)

DM 103 \*GRAPHIC DESIGN I

**Prerequisite:** Completion of DM 101.  
**Corequisite:** Concurrent enrollment in DM 103L.

*Advisory:* Eligibility for READ 099.

(CSU, AVC)

DM 103L GRAPHIC DESIGN I LAB

**Corequisite:** Concurrent enrollment in DM 103.  
(CSU, AVC)

MKTG 101 \*PRINCIPLES OF MARKETING  
*Advisory:* Eligibility for College Level Reading and ENGL 099.  
(CSU, AVC)

MKTG 112 \*INTRODUCTION TO ADVERTISING  
*Advisory:* Completion of MKTG 101, and Eligibility for College Level Reading and ENGL 099.  
(CSU, AVC)

MKTG 121 \*SALESMANSHIP  
*Advisory:* Completion of MKTG 101, and Eligibility for ENGL 099 and READ 099.  
(CSU, AVC)

MGT 101 \*MANAGEMENT PRINCIPLES  
*Advisory:* Eligibility for ENGL 099, READ 099 and MATH 065.  
(CSU, AVC)

MGT 105 \*ELEMENTS OF SUPERVISION  
*Advisory:* Eligibility for ENGL 099 and READ 099.  
(CSU, AVC)

MGT 201 \*SMALL BUSINESS MANAGEMENT  
*Advisory:* Completion of MGT 101, and Eligibility for ENGL 099, READ 099 and MATH 070.  
(CSU, AVC)

PSY 101 \*GENERAL PSYCHOLOGY  
*Advisory:* Eligibility for College Level Reading and ENGL 101/ENGL 101SL.  
(CSU, UC, AVC)

SOC 101 INTRODUCTION TO SOCIOLOGY  
*Advisory:* Eligibility for ENGL 101/ENGL 101SL.  
(CSU, UC, AVC)

*Advisory:*

A condition of enrollment that a student is advised, but not required, to meet before or in conjunction with enrollment in a course or educational program.

**Prerequisite:**

A condition of enrollment that a student is required to meet in order to demonstrate current readiness for enrollment in a course or educational program. Prerequisites are enforced and a student will be blocked from enrolling or involuntarily dropped after enrolling if the student does not meet the stated prerequisite. A student must complete a course prerequisite with a satisfactory grade of A, B, C or P (pass).

Corequisite:

A condition of enrollment consisting of a course that a student is required to simultaneously take in order to enroll in another course. Corequisites are enforced and a student will be blocked from enrolling if the student does not meet the stated requisite.