



School of **Business**

Bachelor of Science

BUSINESS ADMINISTRATION WITH A MARKETING EMPHASIS

PROGRAM LENGTH: 36 MONTHS

San Marcos Campus



CALIFORNIA
COLLEGE
SAN DIEGO®

Become a social media business professional

In today's world, businesses can't ignore social media. They need savvy, skilled social media specialists to help them connect with people online. With the right business administration degree, you could get the job you want. By emphasizing marketing, you can prepare for a professional career helping companies meet their objectives through social media.

Program objectives

This business administration bachelor's degree program is designed to help you gain entry-to-mid-level employment in a wide variety of managerial occupations. This degree offers you a solid foundation in key business functions such as accounting, sales, finance, and marketing.

With an emphasis in marketing, you'll be prepared to apply the technologies of social media to meet business goals. In this degree program, you'll learn about emerging technologies, using technologies for communication with internal and external stakeholders, leveraging technology for sales and marketing purposes, and driving organizational and cultural change.

Why choose California College San Diego?

California College San Diego provides the degree you need for the career you want—on your terms and on your schedule. You can go to class days or evenings, whichever works best for you, and get the flexibility of hybrid classroom or online¹ courses.

Our degree programs are career-focused, without elective courses that you don't need or want. Complete your bachelor's degree in as few as 36 months!

And, because California College San Diego is smaller than most traditional colleges and universities, you can get more personalized attention and support from your instructors, tutors, advisors, and deans when you need it.

Skills gained

- Social media for business
- Technology in marketing
- Accounting
- Finance
- Retail marketing
- Advertising principles
- Operations management
- Sales management
- Human resource management

Possible careers

- Retail product and services marketing
- Office management
- Advertising
- Office administration

1. Online programs are offered by our affiliated institution, Independence University.

For graduation rates, the median debt of students who completed the programs, and other data, visit cc-sd.edu/student-information.

California College San Diego admits students of any race, color, and national or ethnic origin.

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Course Name	Credits
Introduction to Accounting & Workplace Relationships	5.0
Payroll Accounting & Human Resources and Policies	5.0
Accounting for Non-Accountants	5.0
Business Computer Fundamentals	5.0
Practical Business Spreadsheets	5.0
Psychology of Motivation	5.0
Professional Development	5.0
Principles of Business & Personal Finance	5.0
Introduction to Human Resource Management	5.0
Introduction to Business and Job Search Skills	5.0
Management Principles and Professional Success	5.0
Marketing and Business Etiquette	5.0
Supervision, Conflict, Negotiation, and Accountability	5.0
Project Management	5.0
Business Law and Ethics	5.0

Course Name	Credits
Advertising and Fundamental Strategies	5.0
Business Communications	5.0
Operations Management and Problem Solving	5.0
Retail Marketing Organization and Processes	5.0
Sales & Customer Relationship Management	5.0
Organizational Design, Evolution, and Change Management	5.0
Business Capstone	5.0
Technology in Marketing and Branding Strategy	5.0

General education courses:

Communication and Public Speaking	5.0
Microeconomics	5.0
English Writing Fundamentals	5.0
Advanced Interpersonal Communications	5.0
American History	5.0
College Algebra	5.0
Critical Thinking	5.0

Course Name	Credits
Research Application Methods	5.0
Statistics	5.0

Marketing Emphasis courses:

Marketing Channels	5.0
Brand Marketing Strategy	5.0
Consumer Behavior	5.0
Content Marketing	5.0

Total minimum number of credits: 180.0