

# International Marketing Communication

2011-12

**Total Units Required: 12**

<i>2011-12 Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution &amp; Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• COMM 151 .....	(39) .....	Intercultural Communication .....	3.0	_____	_____	_____	_____
• IBUS 102.....	(BUS/BUSAD 102) .....	Intro. to International Business .....	3.0	_____	_____	_____	_____
• IBUS 109.....	(MKT 109) .....	Basics of Importing and Exporting .....	3.0	_____	_____	_____	_____
• MKT 209 .....	(9) .....	International Marketing.....	3.0	_____	_____	_____	_____

**Skills Competency Award Requirements:** Students must complete the above courses with a grade of C or higher or Pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

**Additional Program Information**

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599. Check your Skills Competency Award progress with DARS U-Achieve at [www.sbcc.edu/DARS](http://www.sbcc.edu/DARS).

## Programs of Study (In alphabetical order)

Accounting (AS)  
 Accounting/Assistant Bookkeeper I-IV [I-III (D); IV (C)]  
 Accounting Information Systems I-III (SCA)  
 Acute Care CNA (SCA)  
 Administration of Justice (AA/AS/C) – 3 emph. available for AS & C, 1 for AA  
 Advanced Studies in Alcohol and Drug Counseling (SCA)  
 Alcohol and Drug Counseling (AA/C)  
 Animation (AA/C)  
 Anthropology (AA)  
 Applied Photography (AA/C)  
 Art (AA) - 2 emphases available  
 Associate Child Care Teacher (C)  
 Automotive Services & Technology (AS/C)

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Baking and Pastry (SCA)  
 Biological Sciences (AA)  
 Bio-Medical Sciences (D)  
 Black Studies (AA)  
 Bookkeeping (SCA)  
 Business Admin. (AA/C/SCA) – 3 emphases available for AA, 2 for C, 2 for SCA  
 Business Communications (SCA)

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Cancer Information Management (AS/C)  
 Certified Nursing Assistant (SCA)  
 Chemistry (AA)  
 Chicano Studies (AA)  
 Cisco Networking Associate (SCA)  
 Cisco Networking Professional (SCA)  
 Commercial Diving (SCA)  
 Commercial Music (C)  
 Communication (AA) - 2 emphases available  
 Computer App. & Office Managem. (AS/C) - 2 emphases available  
 Computer Information Systems (AS) – Emph. in System Administration available  
 Computer Network Engineering (AS/C)  
 Computer Networking Technology (SCA)  
 Computer Proficiency Online (SCA)  
 Computer Science (AS/C)  
 Cosmetology (AS/C)  
 Creative Writing (C) – 2 emphases available  
 Culinary Arts (AS/C)

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Database Programming and Applications Development (C)  
 Diagnostic Medical Sonography (C)  
 Digital Darkroom and Color Management for RGB (SCA)  
 Diversity Issues in ECE (C)  
 Drafting/CAD (AS/C)

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Early Childhood Education (AS/C)  
 Economics (AA)  
 Emergency Medical Technician/Basic (SCA)  
 Engineering (AA/AS)  
 English (AA)  
 Entrepreneurship (SCA) – 3 emphases available  
 Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C  
 Environmental Studies (AA)  
 Esthetician (SCA) – 2 levels available  
 Ethnic Studies (AA)

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Film Production (AA)  
 Film Studies (AA)  
 Finance (AA/C)  
 French (AA)

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Game Design (D)  
 Geography (AA)  
 Geological Sciences (AA)  
 Global Studies (AA)  
 Graphic Design & Photography – Graphic Design Concentration (AA/C)  
 Graphic Design (C)  
 Great Books Curriculum (D)

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Health Care IT Workforce Training (SCA)  
 Health Information Technology (AS)  
 Help Desk and Desktop Support (SCA) – 2 levels available

History (AA)  
 Home Health Aide (SCA)  
 Honors (C/C with highest honors) – 2 emphases available  
 Hospitality (AS/C)  
 Hospitality Operations Specialist (SCA)  
 Human Resource Hospitality Specialist (SCA)

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Infant/Toddler Development (C)  
 Information Technology Management (SCA)  
 Interior Design (AA/C)  
 International Business (AA/C)  
 International Marketing Communication (SCA)  
 Introduction to Teaching English as a Foreign Language (SCA)

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Journalism (AA/C) – 3 emphases available

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Landscape Operations (SCA)  
 Law & Society (AA) - Emphasis in Criminal Justice available  
 Liberal Arts & Sciences (AA) – 4 emphasis available  
 Liberal Studies (AA) – Emphasis in Education

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Manicure (SCA)  
 Marine Diving Technician (AS/C)  
 Marine Science (D)  
 Marketing (AA/C)  
 Mathematics (AA)  
 Media Arts (AA/C)  
 Media Design and Development (SCA)  
 Medical Coding Specialist (C)  
 Microsoft Office Development (SCA)  
 Microsoft SQL Server Database Administration (SCA)  
 Microsoft Windows System Administration and Security (SCA)  
 Middle East Studies (AA)  
 Mobile Application Developer (SCA)  
 Mobile Device Administration (SCA)  
 Mobile Media Core (SCA)  
 Music (AA/D)

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Native American Studies (AA)  
 Natural History (AA/D)  
 Nursing - ADN (AS)

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Office Assistant (SCA)

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PC Support/Network Management (C)  
 Personal Chef Training (SCA)  
 Philosophy (AA)  
 Photo Design (SCA) – 3 awards available  
 Physical Education (AA) - 3 emphases available  
 Physics (AA/AS)  
 Political Science (AA)  
 Post-Professional Practice in ADC (C)  
 Print and Color Management for CMYK (SCA)  
 Psychology (AA)

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Radiography (AS)  
 Real Estate (AS/C)

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Sales and Marketing (SCA)  
 School-Age Care (C)  
 Sociology (AA)  
 Spanish (AA)  
 Sustainable Horticulture (SCA)

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Technical Writing (SCA)  
 Theatre Arts (AA) - 3 emphases available and 1 department award  
 Transfer – CSU General Education Breadth Pattern (C)  
 Transfer – IGETC (C)

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Virtualization System Administration (SCA)  
 Vocational Nursing (AS/C)

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Water Science (C) - 4 options available  
 Web Journalism (SCA)  
 Web Marketing and Media Design (SCA)  
 Web Programming (SCA)  
 Web Server Administration (SCA)



Santa Barbara City College

# International Marketing Communication

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## Skills Competency Award in International Marketing Communication

Upon completion of the Skills Competency Award in International Marketing Communication the following competencies will be achieved:

- Demonstrate and investigate international marketing exchange opportunities.
- Identify the basic steps in the strategic planning process necessary for the development of global based business ventures.
- Demonstrate the four (4) P's to strategically assess a business or products marketing mix.
- Demonstrate knowledge of international marketing strategies.
- List and explain the value-chain processes within international business as a means of achieving superior quality, efficiency, and responsiveness to the customer.

## Job Opportunities

This program will prepare students for working as a Fashion PR Representative, Interactive Marketing Associate and International Marketing Analyst.

***SBCC: Your Open Door to Educational Excellence***

Key: (AA)=Associate in Arts; (AS)=Associate in Science; (C)=Certificate of Achievement; (D)=Department Award; (SCA)= Skills Competency Award