

Business Department Programs for Success

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DISCOVER



SEATTLE COLLEGES
North · Central · South

Introductions & Welcome!

Let's watch this Coca Cola commercial!

https://www.youtube.com/watch?v=Fwx_Qyx0jSk

That fun commercial demonstrates how exciting business can be!

Creating commercials is a part of marketing products. Commercials allow all consumers like us to envision how a product or service can impact our lives. In a business role, you could lead or contribute to a team that creates commercials, such as marketing, customer service, IT, etc...

There are many other functions in business, such as hiring, training and developing employees, procuring and selling products and services, analyzing data and completing projects to name a few. Do any of those sound like something you could enjoy doing after obtaining some further education?

What Business Programs does NSC offer?

Business Program	Focused Area
1. Associate in Business (DTA)	General Business
2. Associate of Applied Science Degree (AAS and AAS-T)	General Business
3. Business Certificate	Project Management
4. Business Certificate	Marketing
5. Business Certificate	Entrepreneurship
6. Business Certificate	Data Analytics

Who enrolls in the Associate in Business (AB-DTA)?

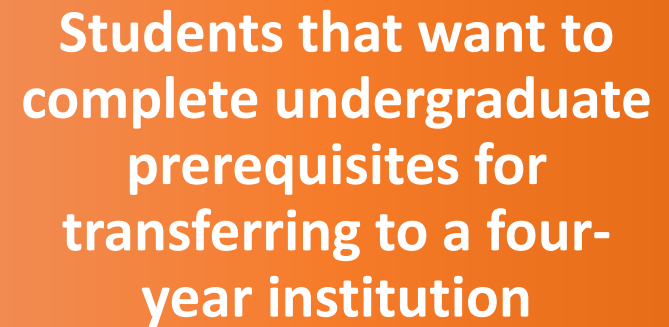
Two-year
Associate Degree
in Business (DTA)



Where?

North Seattle College

Students that want to
complete undergraduate
prerequisites for
transferring to a four-
year institution



Entry Requirements

High School Completion

Who enrolls in the Associate of Applied Science (AAS and AAS-T)?

Two-year Associate of Applied Science in General Business Degrees (AAS and AAS-T) transfer into many of the Bachelor of Applied Science (BAS) degree programs in Washington State with your first two years of schooling completed.



Students in this pathway develop knowledge around various business areas and functions such as accounting, marketing, statistics, finance, business law, and business management. Competencies in these areas consistently rank at the top of employers' wish lists.

Where:
North Seattle College

Entry Requirements:
High School Degree

What are some careers and jobs graduates pursue?

Potential entry level jobs at program completion are:

- Business Management
- Business Analysis
- Business Development
- Cost Estimating
- Customer Service
- Supply Chain
- Finance & Banking
- Human Resources
- Operations
- Project Management
- Sales & Marketing
- Logistics
- Data Analytics
- Accounting

What will I learn in a business class at NSC?

The 4 Ps of the Marketing Mix

PRODUCT What product/service satisfies the needs of customers like us?	PRICE What are customers willing to pay for the product/service?
PLACE Where can we purchase the product/service?	PROMOTION What techniques does the seller use to motivate us to buy?

Now let's watch a video about the 4Ps by McGraw Hill!

<https://www.viddler.com/embed/1b0f3068/?f=1&autoplay=0&player=simple&secret=98266396&loop=0&nologo=0&hd=0>

What activities will do in a business class?

Here is an example!

Purpose: Students will demonstrate they can identify the marketing mix for a product or service they purchase.

Scenario

Today we can find restaurants and food trucks around many school campuses. Is there one near your high school? If you don't have a restaurant or food truck by school, consider one that you visit often.

Step 1: Take 2 minutes answering the following question individually.

What can you tell about the application of the four Ps of marketing—product, price, place, and promotion by the owner of the restaurant or food truck?

Step 2: Discuss your answers with the group.

Step 3: Post a summary of your discussion in the Zoom chat.

Certificate in Project Management

This Certificate may be completed in 3-quarters. It allows you to continue to the AAS-T in Business.

Employers in every industry — in aerospace, telecommunications, technology, Web development and healthcare — are searching not just for trained employees but for those with specific skills in project management.

Where:
North Seattle College

Entry Requirements:
BUS 169 or Equivalent

What are some Project Management Careers/Jobs?

- Manager
- Information Technology Project Manager
- Meeting/Event Planner
- Human Resources Specialist
- Journalism, TV production, Radio
- Marketing coordinator and production specialist
- Media Planner/Social Media Manager
- Public Relations Specialist
- Executive or Administrative Assistant

Certificate in Marketing

Requires 3-4 quarters to complete.

Completion of this certificate allows you to continue to the AAS-T in Business.

Students in this pathway learn about marketing principles and have an opportunity to explore advertising, digital/online marketing, and social media platforms.

Where:

North Seattle College

Entry Requirements:

None

What are some Marketing Careers/Jobs?

- Marketing Specialist
- Media Planner/Social Media Manager
- Sales Manager
- Product Manager
- Marketing Analyst
- Account Manager
- Retail Manager
- Public Relations Specialist
- Digital Marketing Specialist
- Advertising (traditional & online)
- Brand Strategist
- Search Engine Optimization (SEO) Manager

Certificate in Entrepreneurship

Entrepreneur Foundational Certificate (EFC)

15 Credits 1–3 quarters

Basic skills/knowledge to start and run a business

Certificate of Entrepreneurship

40 Credits 3-4 quarters

Entrepreneur Foundational Certificate and additional skills in interpersonal communication, using MS Office, project management, sustainability, and accounting reports

Where:

North Seattle College

Entry Requirements:

NONE

What are some Entrepreneurship Careers/Jobs?

Entrepreneur

Small Business Owner

Micropreneur

Intrapreneur

Innovation within a large corporation

Certificate in Data Analytics

Will require 3 – 4 quarters to complete
38-Credits

Provides skills in analyzing and gaining information from large accumulations of data to assist businesses in strategic planning, marketing analysis, product development, and more. In today's highly technical business environment, employees in many roles need to be able to pull data and make data driven business decisions.

Where:
North Seattle College

Entry Requirements:
Some Classes Have Prerequisites

Q & A

We hope you found this session interesting!

Do you have any question?

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Next Session

Return to Main Session

(select “Leave Breakout Room” to return)

