

CAREER CLUSTER

Business, Management & Administration

HIGH SCHOOL COURSE

Marketing 1 & 2
(2 semesters)



COLLEGE COURSE(S)

The high school course(s) listed above can earn college credit as described below.
The college credit hours are given in parentheses.

North Seattle College

BUS 114 – Introduction to Marketing (5 credits)



CERTIFICATES & AAS/AAS-T DEGREE PROGRAM(S)

The college course(s) listed above can be applied towards
any of the following certificates or degree programs:

North Seattle College

General Business Degree (*AAS/AAS-T degree*)

Marketing (*certificate, 2 quarters*)



CAREER PATHWAYS

General Business (*AAS/AAS-T degree*)

The General Business associate degree program enables students to acquire a foundation in the basics of accounting, management, marketing, business communication, business law and finance. Potential job titles associated with this degree are Business Manager, Customer Service Manager, Financial Management, Marketing Coordinator, Operations Management, Project Manager, and Sales Manager. Note: *Students wishing to transfer to an applied baccalaureate degree should consider the General Business AAS-T program.*

Marketing (*certificate*)

This 30 credit certificate focuses on business marketing principles, strategy development, tactics, and necessary technology tools. This certificate prepares students to obtain employment in the areas of marketing, advertising and selling.

For more information about the specific degree program or certificate go to: <https://northseattle.edu/business>