

Skills Competency Award Requirements

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

Total Units Required: 12

<i>Current Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution & 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	_____			

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.

Associate Degrees and Certificates of Achievement (In alphabetical order) - For a complete list of programs of study (associate degrees, certificates, skills competency awards and department awards) and requirements, go to http://www.sbcc.edu/apply/degrees_certificates.php.

Accounting (AS)	Health Information Technology (AS)
Accounting/Assistant Bookkeeper IV (C)	Healthy Aging (AA)
Administration of Justice (AA/AS/C)-3 emph. avail (AS&C), 1(AA)	History (AA)
Administration of Justice for Transfer (AS-T)	History for Transfer (AA-T)
Alcohol and Drug Counseling (AA/C)	Honors (C/C with highest honors) – 2 emphases available
American Sign Language (AA)	Hospitality (AS/C)
Animation and Gaming (AA/C)	Infant/Toddler Development (C)
Anthropology (AA)	Interior Design (AA/C)
Anthropology for Transfer (AA-T)	International Business (AA/C)
Applied Photography (AA/C)	Introduction to Graphic Design (C)
Art (AA) - 2 emphases available	Journalism (AA/C)
Art History for Transfer (AA-T)	Journalism for Transfer (AA-T)
Associate Child Care Teacher (C)	Kinesiology for Transfer (AA-T)
Automotive Services & Technology (AS/C)	Law & Society (AA) - Emphasis in Criminal Justice available
Biological Sciences (AA)	Liberal Arts (AA) – Emphasis in Biomedical Sciences
Black Studies (AA)	Liberal Arts & Sciences (AA) – 3 emphases available
Business Administration (AA/C) – 3 emphases available for AA, 2 for C	Liberal Studies (AA) – Emphasis in Education
Business Administration for Transfer (AS-T)	Marine Diving Technician (AS/C)
Cancer Information Management (AS/C)	Marketing (AA/C)
Chemistry (AA)	Mathematics (AA)
Chicano Studies (AA)	Mathematics for Transfer (AS-T)
Commercial Music (C)	Media Arts (AA/C)
Communication (AA) - 2 emphases available	Medical Coding Specialist (C)
Communication Studies for Transfer (AA-T)	Middle East Studies (AA)
Computer App. & Office Mgmt (AS/C) - 2 emphases available	Music (AA)
Computer Information Systems (AS) – Emph. in System Admin. available	Native American Studies (AA)
Computer Network Engineering (AS/C)	Natural History (AA)
Computer Science (AS/C)	Nursing - ADN (AS)
Construction Technology (AS/C)	PC Support/Network Management (C)
Cosmetology (AS/C)	Philosophy (AA)
Creative Writing (C) – 2 emphases available	Philosophy for Transfer (AA-T)
Culinary Arts (AS/C)	Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.
Database Programming and Applications Development (C)	Physics (AA/AS)
Diagnostic Medical Sonography (C)	Physics for Transfer (AS-T)
Diversity Issues in ECE (C)	Political Science (AA)
Drafting/CAD (AS/C)	Political Science for Transfer (AA-T)
Early Childhood Education (AS/C)	Post-Professional Practice in ADC (C)
Early Childhood Education for Transfer (AS-T)	Psychology (AA)
Economics (AA)	Psychology for Transfer (AA-T)
Economics for Transfer (AA-T)	Radiography (AS)
Elementary Teacher Education (AA-T)	Real Estate (AS/C)
Engineering (AA/AS)	School-Age Care (C)
English (AA)	Sociology (AA)
English for Transfer (AA-T)	Sociology for Transfer (AA-T)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C	Spanish (AA)
Environmental Studies (AA)	Spanish for Transfer (AS-T)
Ethnic Studies (AA)	Studio Arts for Transfer (AA-T)
Film Production (AA)	Theatre Arts (AA) - 3 emphases available
Film and Media Studies (AA)	Theatre Arts for Transfer (AA-T)
Finance (AA/C)	Transfer – CSU General Education Breadth Pattern (C)
French (AA)	Transfer – IGETC (C)
Geography (AA)	Vocational Nursing (AS/C)
Geography for Transfer (AA-T)	Wastewater Technology Education (C)
Geological Sciences (AS)	Water Technology Education (C)
Geology for Transfer (AS-T)	
Global Studies (AA)	
Graphic Design & Photography – Graphic Design Conc. (AA/C)	

Key: (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement



Santa Barbara City College

International Marketing Communication

2016-17

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