



MARKETING FOR ENTREPRENEURS

Proficiency Award
(Awarded By The Department)

The Marketing for Entrepreneurs proficiency award is designed to provide students with the academic background and tools they will need to succeed in entrepreneurial settings, small businesses or their own venture. The objective of this proficiency is to educate students to function effectively in business environments where they will have to make autonomous decisions and be required to take action on their own initiative. *For more information contact: Timothy Fontenette (805) 678-5266 tfotenette@vcccd.edu*

| REQUIRED CORE CLASSES | | UNITS |
|---|----------------------------------|--------------|
| BUS R100 | Introduction to Entrepreneurship | 1.0 |
| BUS R134 | Marketing for Small Business | 2.0 |
| BUS R135 | Social Media Marketing | 1.5 |
| Total Required Units for the Award | | 4.5 |