

MARKETING FOR ENTREPRENEURS, PROFICIENCY AWARD

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.

Course ID	Title	Units/ Hours
Required Core Courses		
BUS R100	Introduction to Entrepreneurship	1
BUS R134	Marketing for Small Business	2
BUS R135	Social Media Marketing	1.5
Total Units		4.5