

Business and Marketing One Semester Package

Introduction to Business Reviews the functional areas of business in a global society, including environment, economic systems, business ethics, operations and project management, technology and information systems.

Principles of Marketing Introduces modern business marketing concepts and strategies and familiarizes the student with standards, procedures, and techniques used in marketing.

Principles of Selling Explores the fundamental sales process of analyzing customer needs and satisfying those needs with a relevant product or services.

Business Communication Surveys the principles and techniques of current and evolving business communication as a process in a variety of business situations.

Business Bookkeeping Surveys basic principles and practices, and the use of records to help managers better understand common terms, transactions and record-keeping in a small business.

Fashion One Semester Package (Foundation for Fashion Design or Fashion Merchandising)

Fashion Trends and Design Students become familiar with fashion design including style, color and texture.

Color Analysis Exploration of color theory and creative color combinations in fashion design & merchandising.

Apparel Construction Introduction to basic sewing techniques. Hands-on sewing: No experience required.

History of Fashion Design Surveys fashion of the Western world.

Film One Semester Package

History of Motion Pictures Surveys the history, theory, techniques, and development of motion pictures. Film examples are screened in class.

Acting Introduces beginning students to the art of stage acting through scene performance.

Broadcasting Workshop Offers training and practical experience on producing, digital editing, mixing, podcasting, Internet streaming and satellite radio.

Elements of Public Speaking Prepares students to deliver public speeches, help student develop self-confidence and overview of various techniques.

Intercultural Communication Analysis of processes and challenges of communication as affected by different cultures.

Sports and Nutrition One Semester Package

Achieving Lifetime Fitness Acquaints students with the benefits of physical activity in their lives. Students will create individual exercise programs and will participate in fitness labs.

Introduction to Physical Exercise Discusses topics related to exercise and human performance. Includes energy transfer and utilization, nutrition, and measurement of human performance.

Introduction to Nutrition Science Human nutrition, integrating anatomy, physiology, bio-chemistry and psychology is studied in relation to wellness and degenerative disease prevention.

Introduction to Kinesiology Overview of the scope, history, and philosophy of the profession.

Personal Trainer Preparation Comprehensive course for designing individualized programs based on each client's unique health, fitness, and goals.

Business and Entrepreneurship Second Semester

Law for the Entrepreneur Identifies key legal challenges that an entrepreneur faces in starting and operating a business. Emphasis on protecting intellectual property.

Elements of Public Speaking Students learn to prepare and deliver platform speeches.

Introduction to Social Media Marketing Includes social communities, publishing, entertainment and commerce. Emphasizes social media's strategic role in traditional marketing.

Principles of Entrepreneurship Covers the fundamentals of how to organize, finance, and operate a small business. Includes business plan development, financing, legal and ethical issues, marketing, entrepreneurial team development, and business models.

Business Strategies Follows a case-oriented format that focuses attention on what a firm should do in an actual business situation. Students develop analytic and decision-making skills.



Study Abroad Package Program

Santa Monica College is pleased to offer one and two semester package programs to students who wish short-term study abroad experiences, or for students who want guaranteed classes in their first semester. Pre-selected courses in each package are guaranteed to admitted students, and are designed to help students make the most of their study opportunity.

Students earn transferrable credits, so those who wish to extend their studies beyond the Study Abroad Package semester will be well placed to continue into a degree based or transfer based program.

Those who choose the Business-Marketing or Sports and Nutrition track have the option to add on a second semester in Business Entrepreneurship in order to earn a program certificate.



**English Proficiency
Requirement for all Package
Programs**

TOEFL score: 80 or equivalent

One Semester Packages

Business – Marketing



Fashion

Film

Sports and Nutrition

Two Semester Package

Business – Entrepreneurship

Students who successfully complete this program will earn the Business-Entrepreneurship Certificate.