

What's next?

Scan to see
the video!

Hear from our students!

Take a minute to see what our students from our CTE programs have to say about their experiences.

» www.arc.losrios.edu/cte/video



CAREER TECHNICAL EDUCATION at American River College

For more information visit
www.arc.losrios.edu/cte



Part of the Los Rios Community College District

American River College does not discriminate on the grounds of race or ethnicity, nationality, religion, gender, sex, age, color, sexual orientation, marital status, or physical or mental disability.

**Marketing,
Sales & Services**
at American River College

CERTIFICATES & DEGREES IN

Advertising & Sales Promotion
Business
Marketing
Real Estate
Retail Management
Small Business Management
Technical Communications

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GET TO KNOW YOURSELF

Use these websites for career guidance and to explore your interests.

» www.cacareercafe.com

» www.cacareerzone.org/assessments

2

VISIT OUR WEBSITE

Check out our CTE page for more details about the programs ARC offers.

» www.arc.losrios.edu/cte

3

TALK TO YOUR COUNSELOR

Talk with your counselor so you can develop your game plan and find out what preparations you'll need for getting started on your career path.

CTE programs will get you where you want to go. Quick.

- › Faculty with industry experience
- › Up-to-date & hands-on courses
- › Affordable technical training
- › Ability to start your career faster

Check out some of our featured programs

What you could be earning!

	After 2 Years	After 5 Years
Business Marketing	\$28,643	\$34,531
General Business	\$35,425	\$49,731
Real Estate	\$34,385	\$36,984

These are median salaries from actual graduates of California Community Colleges.

2014 salary data from salarysurfer.cccco.edu



Business

Learn everything it takes to be successful in today's modern marketplace, whether that be in the private or public sector. You'll get the essential skills for starting out in entry-level positions as an account executive, analyst, bank employee, or entrepreneur.

Certificates

- General Business
- Small Business Management
- Technical Communications

Degrees

- A.A. General Business
- A.A. Small Business Management
- A.A. Technical Communications

PROGRAM HIGHLIGHTS

- Analyze practical business problems and develop critical thinking, writing, and research skills
- Apply accounting concepts and principles in making decisions about business operations
- Integrate management principles in relationship to finance, personnel, products and services



Marketing

Every company needs strong leaders in marketing to grow their business. Here you can jump into careers such as sales, communications, public relations, or copywriting. Examine consumer buyer behavior and choose the most effective marketing mediums.

Certificates

- Retail Management

Degrees

- A.A. Advertising & Sales Promotion
- A.A. Marketing
- A.A. Retail Management

PROGRAM HIGHLIGHTS

- Identify and examine consumer buyer behavior
- Apply advertising principles including strategies for planning, producing and selecting the appropriate media
- Evaluate the effectiveness of various promotions
- Study the consumer decision-making process



Real Estate

Consider an exciting career in real estate as an agent, broker or small business owner. Receive a solid foundation in real estate principles, legal aspects, finance, economics and appraisals. You will then be fully prepared to take your real estate license exam.

Certificates

- Real Estate

Degrees

- A.A. Real Estate

PROGRAM HIGHLIGHTS

- Study the major functional areas of real estate, including legal aspects, finance, economics, real estate practice, and appraisal
- Assess current real estate market conditions
- Recommend appropriate sales strategies, based on market conditions.