

**Certificate: Commercial Fundamentals****Certificate Description:**

The commercial fundamentals certificate provides useful business skills in Excel and other Microsoft applications, sales, social media, and communication. In addition, students develop an understanding of how to use spreadsheets to create and monitor simple financial statements in a small business setting. This certificate is developed and granted by BYU-Idaho.

Course Code	Course Name	14 Credits
BUSPC 115	Business Applications	3 Credits
SMMBC 105	Introduction to Social Media Marketing	3 Credits
COMM 175	Communication Essentials	3 Credits
MKT 120	Sales and Customer Service	3 Credits
BUS 180	The Cycle of Cash	2 Credits

**Course Descriptions:*****BUSPC 115 (3 credits) – Business Applications***

Students will acquire, develop, and apply intermediate spreadsheet-analysis skills in a business context as well as demonstrate basic database use.

***SMMBC 105 (3 credits) – Introduction to Social Media Marketing***

Students will learn about the history, purpose, anatomy, best practices, current trends, and pros and cons of the following social media platforms: Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn, Google+, Snapchat, and blogs. Students will gain a high-level understanding of key marketing principles and strategies, as well as how companies use social media for marketing, analytics, customer service, and more.

***COMM 175 (3 credits) – Communication Essentials***

This course gives a basic foundation in interpersonal communication and public-speaking skills and principles.

***MKT 120 (3 credits) – Sales and Customer Service***

This course is designed to introduce students to the benefits of persuasive selling and building relationships.

***BUS 180 (2 credits) – The Cycle of Cash***

This course provides the financial tools, skills, and judgment students need to read financial statements and make correct financial decisions for a small business or new venture.

### Outcomes:

- Create professional spreadsheets using advanced functionality to visualize and solve business problems.
- Understand and manage the accounting cycle and cash flow of a small business.
- Design and launch a social media campaign to promote a business.
- Improve sales in organizations through persuasive selling skills, including finding, asking questions, highlighting features and benefits, overcoming objections, negotiating and closing, and service after the sale.
- Improve workplace communication by applying non-verbal, listening, relationship-building, public speaking, persuasion, and other interpersonal communication skills.

### Potential Employment:

- Customer service representative
- Account manager
- Sales position
- Marketing assistant