

BUS-58 — MARKETING THE VIRTUAL OFFICE

About This Course

Transfer: CSU

3.00 units

Prerequisite: None

Description: Identifies and evaluates various employment marketing techniques such as networking face-to-face, virtual interviews, associating with professional organizations, developing flyers and brochures, developing a professional Internet site, and using Web-based resources. The course is a core requirement of the Virtual Assistant certificate program. 54 hours of lecture. (Letter Grade, or Pass/No Pass option.)