



Advertising and Sales Promotion A.A. Degree

FULL TIME

This program roadmap represents one possible pathway to complete the program. **Please see a counselor** to create an education plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability.

Catalog: 2024-25

GE Pattern: local AA/AS

Total Units: 62

First Year

Semester 1

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	BUS 300	Introduction to Business	3	Vb
Req	MKT 300	Principles of Marketing	3	
Req	MKT 314	Advertising	3	
Req	CISC 300	Computer Familiarization	1	
GE	ENGWR 300 / 480 ^H	College Composition	3	Ila WC
GE	HCD 310	College Success	3	IIIb

Semester 2

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	MKT 310	Selling Professionally	3	
Req	CISA 330	Desktop Publishing	2	
RE	BUSTEC 305	Introduction to Business Information Technology	3	
GE	ANTH 300 / 480 ^H	Biological Anthropology	3	IV
GE	STAT 300 / 480 ^H	Introduction to Probability and Statistics	4	IIb MC
GE		any PE activity course	1	IIIa

Second Year

Semester 3

15 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	ARTNM 303	Graphic Design: Typography	3	
Req	BUS 340	Business Law	3	
RE	ACCT 301	Financial Accounting	4	
Req	GEOG 330	Introduction to Geographic Information Systems	3	
RE	CISA 340	Presentation Graphics	2	

Semester 4

15 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	MKT 312	Retailing	3	
RE	ECON 302	Principles of Macroeconomics	3	

CAREER PATH

Career Options:

This degree prepares students for employment with retail and general business organizations, advertising agencies, and advertising media companies (radio, television, magazines, newspapers, and outdoor).

Advising Notes:

- Students can substitute ESLW 340 for ENGWR 300/480.

Scheduling Notes:

- ARTNM 303 and MKT 314 are offered in the fall.
- MKT 310 is offered in the spring.

Other Notes:

- Business students planning to transfer should consider the Business Administration AS-T degree. See a counselor and the catalog for more information.

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	ARTNM 324	Digital Design	3	
GE	HIST 311 / 484 ^H	History of the United States (1865 - Present)	3	Va
GE	MUFHL 330	World Music	3	I, VI

^H honors courses

EXPLANATION OF CATEGORIES

Req	Required Core	A course that is required for this program
GE	General Education	A course that fulfills a specific general education requirement for a degree, which can be replaced with another course that meets the same requirement
RE	Restricted Elective	A course selected from a list of elective courses specified for this program in the course list in the catalog, which can be replaced with another course from the same list

Graduation Requirement

A course that fulfills a specific graduation requirement which can be replaced by another course that meets the same graduation requirement.

MC = Math Competency

WC = Writing Competency

Published April 13, 2024