



Marketing 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: 64

First Year

Semester 1

15 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	BUS 300	Introduction to Business	3	Vb
Req	MKT 300	Principles of Marketing	3	
Req	CISA 305	Beginning Word Processing	2	
GE	ENGWR 300 / 480 ^H	College Composition	3	Ila WC
GE	HCD 310	College Success	3	IIIb
GE		any PE activity course	1	IIIa

Semester 2

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	MKT 310	Selling Professionally	3	
Req	BUS 310	Business Communications	3	
RE	MGMT 304	Principles of Management	3	
GE	HIST 311 / 484 ^H	History of the United States (1865 - Present)	3	Va
GE	STAT 300 / 480 ^H	Introduction to Probability and Statistics	4	IIb MC

Second Year

Semester 3

18 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	MKT 314	Advertising	3	
Req	BUS 340	Business Law	3	
RE	ACCT 301	Financial Accounting	4	
Req	CISA 340	Presentation Graphics	2	
RE	BUS 330	Managing Diversity in the Workplace	3	VI
GE	ASTR 300	Introduction to Astronomy	3	IV

Semester 4

15 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Req	MKT 312	Retailing	3	
RE	ECON 302	Principles of Macroeconomics	3	
RE	MGMT 372	Human Relations and Organizational Behavior	3	

CAREER PATH

Career Options:

This degree provides an opportunity for students to acquire knowledge and training for careers in sales, advertising, and marketing.

The competency-based curriculum is designed to prepare students for a variety of positions and to provide basic training for advancement to management positions.

Advising Notes:

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

Scheduling Notes:

- MKT 314 is 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
RE	MGMT 142 / CISA 160	Project Management Techniques and Software	3	
GE	PHIL 310	Introduction to Ethics	3	I

^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