



# Marketing A.A. Degree

Marketing is a dynamic area of study that provides immediate job and career opportunities after one course or the completion of a degree. The skills learned are easily converted into well-paying careers by many students. The skills learned are essential for international and domestic businesses and large and small companies.

**Total Units: 58-61**

## First Year

### Semester 1

15-16 Units

COURSE	UNITS	PRE-REQS <sup>^</sup>	SEMESTERS OFFERED*	GE AREA
<b>BUS 300</b> <sup>Z</sup> Introduction to Business	3		F(O,P), S(O,P), Su(O)	
<b>BUS 310</b> <sup>1</sup> <sup>Z</sup> Business Communications	3	BUS 200; Advisory: ability to key 30 WAM	F, S	CRC Area II(a)
<b>MKT 300</b> <sup>Z</sup> Principles of Marketing	3		F(O), S(O), Su(O)	
<b>ECON 310</b> <sup>Z</sup> Statistics for Business and Economics or	3	MATH 120 or 125	F, S	CRC Area II(b)
<b>STAT 300</b> <sup>Z</sup> Introduction to Probability and Statistics	4	MATH 120 or 125	F(O), S(O)	CRC Area II(b)
<b>CRC Area I- Humanities</b> <sup>Z</sup>	3		F, S, Su	CRC Area I

<sup>Z</sup> At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

<sup>1</sup> BUS 310 suggested to meet Written Competency, GE Area II(a), and Program Requirement.

### Semester 2

15-16 Units

COURSE	UNITS	PRE-REQS <sup>^</sup>	SEMESTERS OFFERED*	GE AREA
<b>MKT 314</b> <sup>1</sup> Advertising	3		Check Class Schedule for offering	
<b>BUS 340</b> Business Law	3		F(O,P), S(O,P), Su(O)	

## Career

### Options/Outlook:

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identifying potential customers. Develop pricing strategies to maximize the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services. **Career opportunities may require more than an associate degree.**

### A sample of reported job titles:

Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

### Projected job openings in California (2020-2030):

5,740

### Projected growth in California (2020-2030):

23%

COURSE	UNITS	PRE-REQS <sup>^</sup>	SEMESTERS OFFERED*	GE AREA
<b>ECON 302</b> <sup>Z</sup> Principles of Macroeconomics	3	MATH 100 or 102 or 1 yr of HS Elem Algebra	F(O), S(O), Su(O)	CRC Area V(b)
<b>CRC Area V(a)-American Institutions</b> <sup>Z</sup>	3		F, S, Su	CRC Area V(a)
<b>CRC Area III(a)-Physical Edu Activity</b> <sup>Z</sup>	1		F, S, Su	CRC Area III(a)
<b>CRC Area III(b)-Life Development Skills</b> <sup>2</sup> <sup>Z</sup>	2-3		F, S, Su	CRC Area III(b)

<sup>Z</sup> At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

<sup>1</sup> Also listed as RTVF 376.

<sup>2</sup> Suggestion-MKT 498 Work Experience in MKT (1-4 units); F(O,P), S(O), Su(O).

## Year 2

### Semester 3

16 Units

COURSE	UNITS	PRE-REQS <sup>^</sup>	SEMESTERS OFFERED*	GE AREA
<b>ACCT 301</b> <sup>Z</sup> Financial Accounting	4	Advisory: ACCT 101, BUS 105, MATH 120 or MATH 125	F(O,P), S(O)	CRC Area II(b)
<b>MKT 312</b> Retailing or	3		S(O) or Su(O)	
<b>MKT 330</b> <sup>Z</sup> Internet Marketing	3		F(O), S(O)	
<b>CISC 310</b> <sup>Z</sup> Introduction to Computer Information Science	3	Advisory: familiar with basic functions of word process, spreadsheet, web browser software applications	F(O,P), S(O,P)	CRC Area II(b) or III(b)
<b>BUS 330</b> <sup>1</sup> Managing Diversity in the Workplace	3		F(O), S(O), Su(O)	CRC Area V(b) or VI

## Median Salary in California with advanced degree (2021):

\$163,420/yr

### Source:

<https://www.onetonline.org/link/summary/11-2021.00>

### Transfer notes:

Please meet with a counselor for specific transfer course evaluation or transferring to a specific 4-year institution.

## General Education (GE):

Non-specified GE courses identified by CRC Area, CSU Area or IGETC Area without pre- or co-requisite can be taken at any semester.

## The program map also meets

the **Certificate of Achievement in Marketing** Students have the option to select a minimum of 3 units from:

- BUS 310 Business Communications (3),
- BUS 330 Managing Diversity in the Workplace(3),
- BUS 350 Small Business Mgt/Entrepreneurship (3),
- MKT 495 Independent Studies in MKT, or
- MKT 498 Work Experience in MKT (0.5-4)

## Honors option:

The CRC Honors Program is designed specifically for academically accomplished students and for students with the potential for high achievement. Students who

COURSE	UNITS	PRE-REQS <sup>^</sup>	SEMESTERS OFFERED*	GE AREA
Elective <sup>2</sup>	3		F, S, Su	

**Z** At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

<sup>1</sup> Suggestion-BUS 330 to meet CRC Area VI and Program Requirements.

<sup>2</sup> Suggestion-MKT 312 Retailing or MKT 330 Internet Marketing not taken above. Units needed to total 60 units for graduation. Refer to [Course Number](#) for the appropriate course level necessary for the degree.

## Semester 4

12-13 Units

COURSE	UNITS	PRE-REQS <sup>^</sup>	SEMESTERS OFFERED*	GE AREA
<b>MKT 310</b> <b>Z</b> Selling Professionally	3		F, S	
<b>CRC Area IV-Natural Science</b> <b>Z</b>	3		F, S, Su	CRC Area IV
Elective <sup>1</sup>	3		F, S, Su	
Elective <sup>2</sup>	3		F, S, Su	
Elective <sup>3</sup>	0-1		F, S, Su	

**Z** At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

<sup>^</sup>You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

\*(O) = online available (P) = partially online

<sup>1</sup> Suggestion-BUS 350 Small Business Management/Entrepreneurship (3 units); F, S, Su. Units needed to total 60 units for graduation. Refer to [Course Number](#) for the appropriate course level necessary for the degree.

<sup>2</sup> Units needed to total 60 units for graduation. Refer to [Course Number](#) for the appropriate course level necessary for the degree.

<sup>3</sup> Units required are determined by the number of units needed to total 60 units for graduation. Refer to [Course Number](#) for the appropriate course level necessary for the degree.

complete 15 units or more in honors-designated courses will earn special recognition as an Honors Scholar, a distinction that may entitle the student to guaranteed transfer and scholarship opportunities at select transfer colleges and universities.

## About this program map:

This program map represents one possible pathway to complete the program. Please see a counselor to create an education plan customized to meet your needs. This map is not a guarantee of course

availability or financial aid applicability.

## For this degree:

Students can choose a minimum of 6 units from: MKT 330, MKT 312, BUS 310, BUS 330, BUS 350, MKT 495, or MKT 498 and

A minimum of 3 units from: CISC 310, CISA 305, CISA 308, CISA 315, CISA 320

## Zero Textbook Costs (ZTC):

The Zero Textbook Costs designation and logo are added to any course that provides free access to all required instructional materials. These are typically shared with students through Canvas. Courses that are designated as ZTC may still require students to purchase supplemental materials such as lab coats, a calculator, art supplies, etc. See full definitions and searching tips on the [Zero Textbook Costs page](#) of the college website.