



# Marketing A.S. Degree

This program map represents one possible path for completing this program. **Please see a counselor** to create an educational plan that is customized to meet your needs. This path is not a guarantee of course availability or financial aid applicability.

**Catalog:** 2024-25

**Total Units:** 60-62

## First Year

### Semester 1

14-15 Units

| CAT. | COURSE                                   | TITLE                    | UNIT | AA/AS<br>GE |
|------|--|--------------------------|------|-------------|
| Maj  | BUS 300                                  | Introduction to Business | 3    | VB          |
| Maj  | MGMT 304                                 | Principles of Management | 3    |             |
| GE   | ENGWR 300* / 488 <sup>H</sup> / ESLW 340 | College Composition      | 3-4  | IIA         |
| GE   | INDIS 313**                              | Freshman Seminar         | 3    | IIIB        |
| Maj  | CISA 340                                 | Presentation Graphics    | 2    |             |

\*If you don't place directly in ENGWR 300 (check your e-Services account), you will need to take ENGWR 80/ENGWR 300 combo course.

**\*\*INDIS 313 - Freshman Seminar is specifically designed for First Time in College students. If you're not a First Time in College student, please select a GE course from SCC General Education Area IIIB, such as HCD 310-College Success.**

### Semester 2

17 Units

| CAT. | COURSE                       | TITLE                                      | UNIT | AA/AS<br>GE |
|------|------------------------------|--|------|-------------|
| ME   | DDSN 331 / 370               | Digital Imaging I                          | 3    |             |
| Maj  | BUS 340                      | Business Law                               | 3    |             |
| Maj  | MKT 300                      | Principles of Marketing                    | 3    |             |
| GE   |                              | Physical Education                         | 1    | IIIA        |
| GE   | STAT 300* / 480 <sup>H</sup> | Introduction to Probability and Statistics | 4    | IIB         |
| Maj  | BUS 310*                     | Business Communications                    | 3    |             |

\*If you don't place directly in STAT 300 (check your e-Services account), you will need to take STAT 10/STAT 300 combo course.

**+ Prerequisite for BUS 310:** BUS 100, ENGWR 300, or ESLW 340 with a grade of "C" or better

### Legend

- (H) - Honors
- Elec - Elective
- GE - General Education
- Maj - Required Core
- ME - Major Elective

### Disclaimer

Every effort has been made to ensure that what is listed in the SCC Program Paths are accurate. The courses, the course sequencing, and the programs are subject to change without notice by the administration of the Los Rios Community College District and Sacramento City College at the discretion of the district and Sacramento City College. Further, Sacramento City College reserves the right to amend any course or program.

**PLEASE SEE AN SCC COUNSELOR.**

### AA/AS Requirements

Associate Degrees require the following:

1. Completion of a minimum of 60 degree-applicable units with an overall grade point average (GPA) of 2.0 ("C" average). A minimum of 12 units must be completed at Sacramento City College.
2. Completion of each required course with a grade of "C" or better for a major offered at Sacramento City College.
3. Completion of Sacramento City College's general education requirements – Area I; Area II(a) and II(b); Area III(a) and III(b), or Area III(c); Area IV; Area V; and Area VI – with an overall 2.0 GPA.
4. Completion of all three competency requirements (reading, writing, and mathematics).

Students with Advanced Placement (AP) and International Baccalaureate Credit (IB) test scores should notify their Counselor to learn more about how test scores may be used for credit.

## Second Year

## Semester 3

15-16 Units

| CAT. | COURSE         | TITLE                              | UNIT | AA/AS<br>GE |
|------|----------------|------------------------------------|------|-------------|
| Maj  | MKT 310        | Selling Professionally             | 3    |             |
| Maj  | MKT 314        | Advertising                        | 3    |             |
| ME   | ACCT 101 / 301 | Fundamentals of College Accounting | 3-4  |             |
| GE   |                | Natural Sciences                   | 3    | IV          |
| GE   |                | Ethnic/Multicultural Studies       | 3    | VI          |

## Semester 4

14 Units

| CAT. | COURSE  | TITLE                             | UNIT | AA/AS<br>GE |
|------|---------|-----------------------------------|------|-------------|
| Maj  | MKT 330 | Internet Marketing                | 3    |             |
| Maj  | MKT 334 | Social Media Marketing Strategies | 3    |             |
| GE   |         | American Institutions             | 3    | VA          |
| GE   |         | Humanities                        | 3    | I           |
| Elec |         | *Elective                         | 2    |             |

\*Electives may include any courses numbered 100-499.

**Exception:** Students who possess a bachelor's (BA/BS) or higher degree from a college or university accredited through a regional accrediting agency recognized by the Council for Higher Education Accreditation (CHEA) are deemed to have satisfied both the general education and graduation competency requirements for an AA/AS degree. Degrees from accredited institutions outside of the US will be evaluated on a case-by-case basis.

### Placement Information

Support courses required for English and Math per placement. **Check your e-Services account under "Academic Records" to determine your placements.**

### Important Links

[SCC General Counseling](#)

[Business - Marketing](#)

[Business & Industry Meta Majors](#)