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: 2025-26

GE Pattern: local AA/AS

Total Units: 61

First Year

Semester 1   15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	BUS 300 Introduction to Business	3		L4
Req	MKT 300 Principles of Marketing	3		
Req	MKT 314 Advertising	3		
Req	CISC 300 Computer Familiarization	1		
GE	ENGL C1000 Academic Reading and Writing **or**	3		L1A
	ENGL C1000H [H] Academic Reading and Writing - Honors	3		
GE	any Area L7B (Life Development Skills) course	2		L7B

Semester 2   15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	MKT 310 Selling Professionally	3		
Req	CISA 330 Desktop Publishing	2		
RE	BUSTEC 305 Introduction to Business Information Technology	3		
GE	any Area L5 (Natural Sciences) course	3		L5
GE	any Area L6 (Ethnic Studies) course	3		L6
GE	any Area L7A (Physical Education) course	1		L7A

Second Year

Semester 3   16 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	ARTNM 303 Graphic Design: Typography	3		
Req	BUS 340 Business Law	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:

- This degree can be completed using either the local AA/AS general education (GE) pattern or the Cal-G ETC transfer GE pattern. See a counselor to determine which pattern is best for you based on your academic goals.

- Students can substitute ESLW 340 for ENGL C1000/C1000H (formerly known as ENGWR 300/480).

- **Elective Courses:** any elective courses numbered 100-499, or having a 4-digit number starting with C.

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	UNIT	PREREQUISITES	GE AREA
Req	GEOG 330 Introduction to Geographic Information Systems	3		L2
RE	ACCT 301 Financial Accounting	4		
Elec	any elective course	3		

Semester 4   15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	MKT 312 Retailing	3		
RE	ECON 302 Principles of Macroeconomics	3		
Req	ARTNM 324 Digital Design	3		
GE	any Area L1B (Oral Communication & Critical Thinking) course	3		L1B
GE	any Area L3 (Arts & Humanities) course	3		L3

[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
Elec	Degree Elective	A degree-applicable course that is part of a degree roadmap to ensure that there is a total of at least 60 units, which is a requirement for an associate degree

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