



Marketing A.S. Degree - Local GE

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: 2025-26

Total Units: 60-62

First Year

Semester 1

15-16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Maj	BUS 300	Introduction to Business	3	SCC Local Area L4
Maj	MGMT 304	Principles of Management	3	
GE	ENGL C1000* / ENGWR 488 ^H / ESLW 340	Academic Reading and Writing	3-4	SCC Local Area L1A
GE	INDIS 313** / HCD 310	Life Development Skills	3	SCC Local Area L7B
GE		Physical Education	1	SCC Local Area L7A
Maj	CISA 340	Presentation Graphics	2	

*If you don't place directly in ENGL C1000 (check your eServices account), you will need to take ENGWR 80/ENGL C1000 combo course.

**First time college students who would like to participate in First-Year Experience (FYE), should take INDIS 313. All other students can take HCD 310 or speak with a counselor regarding their choices.

Semester 2

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
ME	DDSN 331 / 370	Digital Imaging I	3	
Maj	BUS 340	Business Law	3	
Maj	MKT 300	Principles of Marketing	3	
GE	STAT C1000* / C1000H	Introduction to Statistics	4	SCC Local Area L2
Maj	BUS 310 ⁺	Business Communications	3	

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 within the Los Rios Community College District.**

*If you don't place directly in STAT C1000 (check your eServices account), you will need to take STAT 10/STAT C1000 combo course.

+ **Prerequisite for BUS 310:** BUS 100, ENGL C1000, or ESLW 340 with a grade of "C" or better

Second Year

Semester 3

15-16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
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	SCC Local Area L5
GE	COMM C1000 / 481	Oral Communication & Critical Thinking	3	SCC Local Area L1B

Semester 4

14 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Maj	MKT 330	Internet Marketing	3	
Maj	MKT 334	Social Media Marketing Strategies	3	
GE		Ethnic Studies	3	SCC Local Area L6
GE		Arts and Humanities	3	SCC Local Area L3
Elec		*Elective	2	

*Electives may include any courses numbered 100-499.

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 local AA/AS degree general education requirements – Area L1A and L1B; Area L2; Area L3; Area L4; Area L5; and Area L6; and Area L7A and L7B – with an overall 2.0 GPA. Students also have an option of completing the California General Education Transfer Curriculum (Cal-GETC) instead of the local general education pattern.**

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.

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

Check your eServices account under "Academic Records" to determine your Math and English placements.

Important Links

- [SCC General Counseling](#)
- [Business - Marketing](#)
- [Business & Industry Meta Major
s](#)

Published February 03, 2026