



# Marketing A.S. Degree - Cal-GETC 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:** 73-75

## First Year

### Semester 1

14-15 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Maj	BUS 300	Introduction to Business	3	
Maj	MGMT 304	Principles of Management	3	
GE	ENGL C1000* / ENGWR 488 <sup>H</sup> / ESLW 340	Academic Reading and Writing	3-4	Cal-GETC Area 1A
Maj	CISA 340	Presentation Graphics	2	
Elec	INDIS 313**	Freshman Seminar	3	

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

\*\*INDIS 313 - Freshman Seminar is specifically designed for First Time in College students. This course is a non-required elective. If you're not a First Time in College student and/or you only would like to take required courses, you do not need to take this course.

### Semester 2

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
ME	DDSN 331 / 370	Major Elective	3	
Maj	MKT 300	Principles of Marketing	3	
GE	STAT C1000* / C1000H	Introduction to Statistics	4	Cal-GETC Area 2
Maj	BUS 310 <sup>+</sup>	Business Communications	3	
GE		Critical Thinking and Composition	3	Cal-GETC Area 1B

\*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

### Summer Term

6 Units

### 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.
2. Completion of each required course with a grade of "C" or better for a major offered at Sacramento City College.
3. Completion of the California General Education Transfer Curriculum (Cal-GETC). Areas 1 through 6 must be completed with a grade of "C" or better.

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

CAT.	COURSE	TITLE	UNIT	GE AREA
GE		Arts	3	Cal-GETC Area 3A
GE		Ethnic Studies	3	Cal-GETC Area 6

*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.*

## 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	COMM C1000 / 481	Introduction to Public Speaking	3	Cal-GETC Area 1C
Maj	BUS 340	Business Law	3	

### 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 Majors](#)

### Semester 4

15 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Maj	MKT 330	Internet Marketing	3	
Maj	MKT 334	Social Media Marketing Strategies	3	
GE		Social and Behavioral Sciences	3	Cal-GETC Area 4
GE		Physical Science	3	Cal-GETC Area 5A
GE		Humanities	3	Cal-GETC Area 3B

### Summer Term

7 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
GE		Biological Science	3	Cal-GETC Area 5B
GE		*Associate Lab Component	1	Cal-GETC Area 5C
GE		**Social and Behavioral Sciences	3	Cal-GETC Area 4

\*Cal-GETC Area 5C will not be required if a laboratory activity is included in 5A or 5B.

\*Cal-GETC Area 4 requires 2 courses from different disciplines. Select a course from Cal-GETC Area 4 from a different discipline than the previously completed Cal-GETC Area 4 course.