Marketing 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: 2026-27

GE Pattern: local AA/AS

Total Units: 66

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	CISA 305 Beginning Word Processing	2		
GE	ENGL C1000 College Composition **or** ENGL C1000H[H] Honors College Composition	3 3		L1A
GE	any Area L3 (Arts & Humanities) course	3		L3
GE	any Area L7A (Physical Education) course	1		L7A

Semester 2

15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	MKT 310 Selling Professionally	3		
Req	BUS 310 Business Communications	3	BUS 100 or ENGL C1000	
RE	MGMT 304 Principles of Management	3		
GE	STAT C1000 Introduction to Probability and Statistics **or** STAT C1000H[H] Introduction to Probability and Statistics - Honors	4 4		L2
GE	any Area L7B (Life Development Skills) course	2		L7B

CAREER PATH

Career Options:

This degree provides an opportunity for students to acquire knowledge and training for careers in sales, advertising, and marketing.

The competency-based curriculum is designed to prepare students for a variety of positions and to provide basic training for advancement to management positions.

Advising Notes:

- This degree can be completed using either the local AA/AS general education (GE) pattern or the Cal-GETC transfer GE pattern. See a counselor to determine which pattern is best for you based on your academic goals.
- This map is designed for students who are able to take 12 units or more each semester, which is considered a full-time load. It shows one possible way to finish the program in two years. See a counselor to adjust the coursework to meet your specific needs.
- Students can substitute ESLW 340 for ENGL C1000/C1000H (formerly known as ENGWR 300/480).

Scheduling Notes:

- MKT 314 is offered in the fall.
- MKT 310 is offered in the spring.

Second Year

Semester 3

18 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	MKT 314 Advertising	3		
Req	BUS 340 Business Law	3		
RE	ACCT 301 Financial Accounting	4		
Req	CISA 340 Presentation Graphics	2		
RE	BUS 330 Managing Diversity in the Workplace	3		
GE	any Area L1B (Oral Communication & Critical Thinking) course	3		L1B

Semester 4

18 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	MKT 312 Retailing	3		
RE	ECON C2002 Principles of Macroeconomics	3		
RE	MGMT 372 Human Relations and Organizational Behavior	3		
RE	MGMT 142 Project Management Techniques and Software **or** CISA 160 Project Management Techniques and Software	3 3		
GE	any Area L5 (Natural Sciences) course	3		L5
GE	any Area L6 (Ethnic Studies) course	3		L6

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

Other Notes:

- Business students planning to transfer should consider the Business Administration AS-T degree. See a counselor and the catalog for more information.

EXPLANATION OF CATEGORIES		
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

Published July 15, 2026