



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: 2026-27

Total Units: 70-72

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	
Maj	CISA 340	Presentation Graphics	2	
GE	ENGL C1000* / 488 ^{H+} / ESLW 340 ⁺	Academic Reading and Writing	3-4	Cal-GETC Area 1A
GE		Ethnic Studies	3	Cal-GETC Area 6

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

+Prerequisite for ENGL 488: ESL 325 with a grade of "C" or better, or placement through the assessment process

+Prerequisite for ESLW 340: ESL 325 with a grade of "C" or better; or, for students not previously enrolled in ESL writing courses within the Los Rios district, placement through the Los Rios assessment process

Semester 2

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Maj	MKT 300	Principles of Marketing	3	
Maj	BUS 310 ⁺	Business Communications	3	
Maj	BUS 340	Business Law	3	
GE		Social and Behavioral Sciences	3	Cal-GETC Area 4
GE	STAT C1000* / C1000H	Introduction to Probability and Statistics	4	Cal-GETC Area 2

+ Prerequisite for BUS 310: BUS 100, ENGL C1000, 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 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.

Summer Term

6 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
GE		Arts	3	Cal-GETC Area 3A
GE		*Social and Behavioral Sciences	3	Cal-GETC Area 4

*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.

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	Major Elective	3-4	
GE		Physical Science	3	Cal-GETC Area 5A
GE		Critical Thinking and Composition	3	Cal-GETC Area 1B

Semester 4

16 Units

CAT.	COURSE	TITLE	UNIT	GE AREA
Maj	MKT 330	Internet Marketing	3	
Maj	MKT 334	Social Media Marketing Strategies	3	
ME	DDSN 331 / 370	Major Elective	3	
GE	COMM C1000 / 481	Introduction to Public Speaking	3	Cal-GETC Area 1C
GE		Biological Science	3	Cal-GETC Area 5B
GE		*Associate Lab Component	1	Cal-GETC Area 5C

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

Summer Term

3 Units

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 a 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.

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](#)

CAT.	COURSE	TITLE	UNIT	GE AREA
GE		Humanities	3	Cal-GETC Area 3B

Published July 31, 2026