



DIVISION OF BUSINESS

BUSINESS MARKETING

ASSOCIATE OF SCIENCE DEGREE

The Associate of Science Degree in Business Marketing is designed to prepare students to be successful in the dynamic, creative, and fast-paced field of marketing. Students have the flexibility of choosing elective classes that meet their personal goals in their marketing education.

The degree is a two-year program designed to prepare students to enter the workforce or explore additional education options. This comprehensive program can prepare students to be effective in a variety of marketing careers including: sales and sales management, retail management, advertising, promotion, consumer behavior marketing research, customer service, and small business marketing.

To acquire the **Associate of Science Degree in Business Marketing**, students must complete the required major courses below with a grade of "C" or better along with one of the following:

- o RHC GE and Proficiency requirements
- o CSU GE (California State University General Education Breadth)
- o IGETC (Intersegmental General Education Transfer Curriculum)

Required Courses		Units	N	IP	C
BUSL 110	Legal Environment of Business	3			
MGMT 101	Introduction to Business	3			
MGMT 150	Principles of Management	3			
MRKT 170	Elements of Marketing	3			
Choose one course from the following:					
MGMT 108	Business Writing	3			
MGMT 208	*Business Communications	3			
Choose four courses from the following:					
GIS 120	Introduction to Geographic Information Systems and Spatial Analysis	4			
LOG 101	Supply Chain Management	3			
MGMT 141	International Marketing	3			
MRKT 171	Consumer Behavior	3			
MRKT 172	Advertising and Promotion	3			
MRKT 173	Principles of Selling	3			
MRKT 174	Small Business Marketing and Advertising	3			
MRKT 175	Retail Management	3			
Total major units needed for Associate of Science		27-28			
Units Completed					
*Prerequisite/Corequisite					

NOTE: Students interested in transferring as Business majors should consult with a counselor for appropriate general education & major preparation counseling.