

DIVISION OF ARTS, BUSINESS, & CULTURAL PROGRAMS

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

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