

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 or of "P" if the course was taken on a Pass/No Pass basis, along with either of the following: Rio Hondo College General Education (RHC GE) or California General Education Transfer Curriculum (Cal-GETC). California State University General Education-Breadth (CSU GE) or Intersegmental General Education Transfer Curriculum (IGETC) may be used in some cases; please see a counselor for details.

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.