

AS Marketing

As an introduction to the world of marketing, this degree is about creating customer value and engagement in a fast-changing, increasingly digital and social marketplace with entry-level training in the marketing field. Students learn about consumer behavior, supply chain management, advertising, pricing strategy, social media, and international marketing. Students will learn how to offer the most value to customers, including dealing with customer complaints and concerns. This program introduces advanced topics in business marketing with a focus on communications and digital technology.

Career Opportunities

Marketing professionals perform various tasks, including supporting integrated marketing campaigns, conducting marketing research, social media strategy, pricing, and product development.

Program Learning Outcomes

Students completing this program will be able to:

1. Design and manage business documents using current technology to engage in creative problem solving.
2. Communicate an understanding of business concepts professionally through written, oral and visual presentations using current technology.
3. Recognize ethical behavior in their chosen profession and behave in a socially responsible manner.
4. Analyze business issues, interpret financial data and identify economic trends.

AS Degree Requirements

Major: Core and Selective Requirements

Complete Core Courses, 9 units		Units
BUS. 100	Introduction to Business	3 units
BUS. 180	Marketing	3 units
BUS. 230	International Marketing	3 units

Selective Courses, choose a minimum of 18 units from the following:

List A, complete 12 units from the following:		Units
BUS. 101	Human Relations in the Workplace	3 units
BUS. 103	Introduction to Business Information Systems	3 units
BUS. 113	Personal Finance	3 units

BUS. 125	International Business	3 units
BUS. 150	Entrepreneurship: Small Business Management	3 units
BUS. 401	Business Communications	3 units
MGMT 100	Introduction to Business Management	3 units

List B, complete 6 units from the following: Units

ANTH 110	Cultural Anthropology	3 units
COMM 110	Public Speaking	3 units
MART 366	Color Management and Theory	3 units
MART 371	User Interface/User Experience Design	3 units
MART 378	Digital Page Layout	3 units
MART 405	Storyboard Development for Animation and Interactive Media	3 units

And required General Education coursework and electives as needed to meet the minimum 60 units required for the Associate degree.

