

Marketing AS Major - Active

Department: Business

Approval: November 2018

Effective Semester: Fall 2019

The curriculum in Marketing, a two-year course of study, offers students interested in careers in marketing, advertising, social media marketing, professional selling, consumer behavior and other marketing jobs specialized training for career advancement and employment. The Marketing curriculum combines classroom instruction, practical experiences, coordinated part-time employment, and internships.

Learning Outcomes

Upon completion of this program, students will be able to:

- Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness
- Identify core concepts of marketing and the role of marketing in business and society
- Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers
- Analyze marketing problems and provide solutions based on a critical examination of marketing information
- Apply marketing knowledge and skills to real-world experiences on the job

Assuming students start this AS with transfer-level Math and English eligibility, the minimum time for completion is 4 semesters. Completion time will vary based on student preparation and number of units completed per semester.

Courses Required for the Major in Marketing AS

Course	Units
Required courses:	
INTR 163 - International Marketing	3.00
MRKT 122 - Professional Selling	3.00
MRKT 140 - Introduction to Marketing	3.00
MRKT 150 - Consumer Behavior	3.00
MRKT 170 - Advertising and Integrated Marketing Communication	3.00
MRKT 180 - Social Media Marketing	3.00
MGT 231 - Introduction to Supervision and Management	3.00
Total:	21.00
Choose from the following courses	
GNBS 119 - Introduction to Business	3.00
SMBS 135 - Ownership and Operation of a Small Business	3.00
Total:	3.00
Choose from the following courses	

MABS 60 - Introduction to Computer Applications for Business	3.00
MRKT 145 - Computer Marketing Applications	3.00
	Total: 3.00
	Total: 27.00

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