

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
BTS 161	Business Software Essentials	5						
BUS& 101	Introduction to Business	5						
BUS 120	Organizational Behavior	5						
CMST& 220	Public Speaking	5						
ENGL& 101	English Composition I	5						
MKTG 101	Introduction to Marketing	5						
MKTG 131	Principles of Professional Selling	5						
MKTG 200	International Marketing	5						
MKTG 234	Advertising	5						
MKTG 241	Search Engine Strategy	5						
MKTG 255	Relationship Marketing	5						
MKTG 261	Marketing Research I	5						
MKTG 262	Measurement and Analytics	5						
<i>Choose 5 credits from the following:</i>		5						
BUS 145	Business Math (5 Cr)							
ACCT 101	Practical Accounting I (5 Cr)							
ACCT& 201	Principles of Accounting I (5 Cr)							
<i>Choose 5 credits from the following:</i>		5						
BUS 241	Multicultural Business Consulting (5 Cr)							
BUS 250	Entrepreneurship (5 Cr)							
MKTG 290	Marketing Activities in DECA (1-5 Cr)							
MKTG 292	Marketing Internship (1-5 Cr)							
ELECTIVES								
Science Lab course		6						
BUS/MKTG courses*		9						
*Any selection of business division courses not listed above, with approval of advisor or program chair.								
TOTAL		90						

The Associate of Arts in Marketing Management provides a core of business skills along with specific training in marketing management for employment in sales, customer service, advertising, promotion, and other marketing functions and activities. Students complete course work that emphasizes advertising, marketing segmentation and strategies, branding and product/service development, sales management evaluation, marketing communication, pricing, promotion, distribution, market research, e-marketing, analyzing marketing data, consumer behavior, social media marketing, and international marketing. Career paths include marketing manager, advertising sales agent, market researcher, market analyst and e-marketing specialist. Certificates of Accomplishment or Achievement in Sales and Marketing and Retail Management may be applied to this degree.

LEARNING OUTCOMES

Degree recipients should possess the skills & abilities described below:

- Explain and apply the marketing functions of product/service planning, pricing, distribution, and promotion for both domestic and international marketing situations
- Identify and apply the principles of client relations; explain how they apply in building client and customer partnerships
- Identify and apply the principles of retailing and e-marketing principles within the marketing function of a business
- Describe and understand the legal environment in which business and marketing is conducted and basic legal concepts that apply to business organizations and the marketing function

- Demonstrate the ability to engage in media planning strategies, marketing and advertising strategies for business advertising campaigns
- Perform basic business calculations and create budgets for managing expenses
- Apply critical thinking skills to perform marketing research and analyze information
- Communicate marketing concepts effectively both written and orally in clear concise language appropriate to the audience including business presentation skills
- Work an effective team member and leader to develop a marketing plan and reach specific marketing goals
- Demonstrate an understanding of contemporary human relations/organizational behavior in terms of concepts, processes, and models and the issues, advantages, and challenges related to diversity in business organizations
- Identify the issues and challenges related to ethics in current business organizations and in the marketing function, and identify ethical dilemmas in the business setting
- Identify the issues, advantages, and challenges related to diversity in a global workforce

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/mktg/#marketingdegree