

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								
BUS& 101	Introduction to Business	5						
ENGL& 101	English Composition I	5						
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
MKTG 131	Principles of Professional Selling	5						
MKTG 200	International Marketing	5						
MKTG 211	Multicultural 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						
CMST& 220	Public Speaking (5 Cr)							
MKTG 290	Marketing Activities in DECA (5 Cr)							
<i>Choose 5 credits from the following:</i>		5						
BTS 165	Business Spreadsheet Analysis & Design (5 Cr)							
BTS 189	Webpage Authoring Essentials (5 Cr)							
BTS 201	Content Management Systems (5 Cr)							
<i>Choose one course from the following:</i>		1						
MKTG 103	Intro to Sports Marketing (1 Cr)							
MKTG 104	Intro to Fashion Marketing (1 Cr)							
MKTG 105	Intro to Music Marketing (1 Cr)							
MKTG 106	Intro to Film & TV Marketing (1Cr)							
<i>Choose 5 credits from the following:</i>		5						
ACCT 101	Practical Accounting I (5 Cr)							
ACCT& 201	Principles of Accounting I (5 Cr)							
BUS 145	Business Math (5 Cr)							
MATH& 107	Math in Society (5 Cr) or higher							
ELECTIVES								
Science Lab course		6						
BUS/MKTG courses*		10						
*Any selection of business division courses not listed above, with approval of advisor or program chair.								
TOTAL		92						

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

