

MARKETING (APPLIED), ASSOCIATE OF SCIENCE DEGREE

Financial Aid Eligible

This Pace+ Marketing (Applied) Associate of Science degree program leverages the existing marketing knowledge, skills, and abilities each student brings into the program as it prepares students to progress in their careers and educational paths. The pre-planned pathway of coursework and competencies builds on prior learning, ensuring students are best prepared to succeed as they move through the program. For students with work experience, this program will provide them with the knowledge and skills to move up the career ladder into a professional role or to progress further along a marketing career path.

Coursework emphasizes the language of marketing and business and builds cultural and demographic awareness. Topics include marketing, business operations, organization and planning, business ethics, problem solving, decision-making, presentation skills, and influence. Coursework in this degree further emphasizes communication and technical skills, including commonly used workplace tools and applications. Potential careers include Sales Representatives, Advertising Sales, Marketing Specialists, etc.

Program Learning Outcomes

1. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly changing global environment.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.
3. Effectively communicate solutions to business problems using appropriate business terms and strategies.
4. Formulate strategies that embrace diversity within organizations and create inclusive organizational cultures.

The required courses for this degree are designed to meet local associate degree general education and graduation requirements. This Pace+ program requires additional application and registration requirements. Please visit a Coastline counselor for further information.

Course	Title	Units
Required Courses		
BUS C100	Introduction to Business	3
BUS C101	Introduction to Project Management	3
BUS C120	Personal Finance	3
BUS C139	Business Communication	3
BUS C150	Introduction to Marketing	3
BUS C281	Work Experience Education	1
CIS C105	Introduction to Business Office Technology	3
CIS C205	Principles of Information Systems	3
CIS C280	Data Visualization	3
CMST C100	Interpersonal Communication	3
CMST C140	Small Group Communication	3
CMST C150	Intercultural Communication *	3

Course	Title	Units
COMM C1000 (COMM C1000)	Introduction to Public Speaking	3
ENGL C1000 (ENGL C1000)	Academic Reading and Writing	4
ETHS C233	Racial and Ethnic Relations in America	3
GEOL C162	Applied Environmental Geology	3
KIN C101	Personal Fitness and Wellness	1
MATH C101	Applied Mathematics	3
MGMT C115	Human Relations in Business	3
MGMT C144	Introduction to Leadership	3
PHIL C140	Business and Organizational Ethics	3
Total Units		60

* Meets the Global Society graduation requirement