

MARKETING, ASSOCIATE OF SCIENCE DEGREE

Banner Code: 3_AS_BUSM

Control Number: 23047

Financial Aid Eligible

The program consists of various concentrations that will prepare an individual to have an understanding of business practices and provides students with the opportunity to select specific courses to meet their professional or personal business goals. These concentrations will provide entry-level professionals with knowledge and skills to work in a variety of business environments.

Program Level Student Learning Outcomes

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

1. Effectively communicate solutions to business problems, using appropriate language and tools and demonstrating understanding of business terms and concepts.
2. 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.
3. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information based approach.

Associate Degree Requirements

Unit Requirement

Complete at least 60 units of acceptable college work with a minimum of 12 units completed in residence at Coastline. Earn an overall grade point average of 2.0 or higher from all colleges attended and a 2.0 or higher grade point average at Coastline.

*Students must be in good academic standing (not on probation and/or disqualification) during the semester graduation is petitioned.

Program of Study

Complete the required courses in one of the programs as detailed in the Requirements for the Major section of this catalog. All coursework must be completed with a grade of C or higher.

General Education

Complete one of the three General Education options below (visit the General Education page for details (<https://catalog.cccd.edu/coastline/general-education/>)):

Option 1 – AA/AS Local Degree GE: designed for students pursuing an Associate degree and who may or may not be planning to transfer to a four-year university. The degree is transferable to many colleges and universities.

Option 2—CSU GE Breadth: designed for students who are planning to transfer to a university in the CSU system. It may also be appropriate for transfer to some independent colleges and universities.

Option 3—IGETC: designed for students who are planning to transfer to a university in the CSU or UC system. It also may be appropriate for transfer to some independent colleges and universities.

Global and Multicultural Studies Requirement

Complete at least 2.5 units from any Global and Multicultural Studies courses. See what courses fulfill the Global and Multicultural Studies Requirement (<https://catalog.cccd.edu/coastline/graduation-requirements/#globalandmulticulturalstudies>).

Course	Title	Units
Required Core		
Complete the following:		
BUS C100	Introduction to Business	3
BUS C110	Business Law/Legal Environment of Business	3
BUS C150	Introduction to Marketing	3
MS C100	Principles of Management	3
Electives		
Complete 9-10 units of the following:		9-10
BUS C120	Personal Finance	
BUS C130	E-Commerce: Strategic Thinking and Management	
BUS C142	Entrepreneurial Marketing and Operations	
CIS C111	Information Systems, Programming, and Database Management	
MCOM C100	Introduction to Mass Communications	
BUS C283 or BUS C284	Work Based Learning	
Units Required for Major		21-22
Local General Education, CSU General Education, or IGETC pattern		Varies
Electives to satisfy unit requirements		Varies
Total Units		60