

MARKETING, ASSOCIATE IN ARTS DEGREE

Banner Code: 2_AA_MRKET

Control Number: 11420

Financial Aid Eligible

This program prepares students for entry-level positions in marketing including sales, social media marketing, and customer service. The curriculum enables students to select from a variety of courses to further develop their marketing and management skillsets and career focus.

Program Level Learning Outcomes

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

1. Apply practical market research methods used in the development of marketing strategies.
2. Develop marketing plans that include market analysis, market segmentation, pricing, promotion, and customer service.
3. Apply the use of the Internet and social media for marketing activities.
4. Practice written and verbal communications that enhance business interactions.

Potential careers students may enter upon completion are as follows:

- Entry Level Marketing Analyst
- Marketing Analyst / Specialist
- Assistant Marketing Manager

Review Graduation Requirements (<https://catalog.cccd.edu/golden-west/graduation-requirements/associate-degree/>), General Education (<https://catalog.cccd.edu/golden-west/general-education/>), and Academic Program Maps (<https://programmap.goldenwestcollege.edu/academics/>).

Course	Title	Units
Required Courses		
BUS G100	Introduction To Business	3
BUS G101	The Mindset of Business Success	3
BUS G130	Introduction to Business Writing	3
or BUS G139	Business Communication	
MKTG G100	Principles Of Marketing	3
MGMT G155	Customer Service	3
MKTG G157	Finding and Knowing Your Customer	1.5
MKTG G167	Marketing and Social Media for Entrepreneurs	1.5
Electives		
<i>Select two of the following:</i>		6-7
MKTG G135	Retail Management	3
MKTG G140	Digital Marketing and Electronic Commerce	3
MGMT G110	Elements Of Management	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3

Course	Title	Units
CS G130	Survey Of Computer Science/Information Technology	4
DART G150	Digital Image Editing I: Beginning Photoshop	3
BUS G160	Introduction to Business Analytics	3
Major Total		24-25
GE Pattern (Local or Cal-GETC)		24-34
Electives (as needed to reach 60 units)		
Total Units		60