

MARKETING, ASSOCIATE IN ARTS DEGREE

Banner Code: 2_AA_MRKET

Control Number: 11420

Financial Aid Eligible

This program builds upon the Marketing Certificate of Achievement program to further prepare 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/>) and General Education (<https://catalog.cccd.edu/golden-west/general-education/>).

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
CS G130	Survey Of Computer Science/Information Technology	4
DART G150	Digital Image Editing I: Beginning Photoshop	3
MGMT G110	Elements Of Management	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3

Course	Title	Units
MKTG G135	Retail Management	3
MKTG G140	Digital Marketing and Electronic Commerce	3
Major Total		24-25
GE Pattern (CSU GE-Breadth or IGETC)		18-39
Total Units		60

Recommended Program Sequence

These sequences are general course maps for students to finish all major and general education requirements for two-year completion of degrees, completion of short-term certificates, and/or fulfillment of transfer requirements. However, this may not be an appropriate path for all students. The two-year sequence is based on English and Math placement and meeting other course prerequisites. **Students are advised to meet with a GWC Counselor to review course selections and sequences to ensure that completion of this program will meet a student's transfer and career goals.**

Year 1:

Course	Title	Units
Semester 1		
BUS G100	Introduction To Business	3
BUS G101	The Mindset of Business Success	3
BUS G139	Business Communication	3
or BUS G130	Introduction to Business Writing	
ENGL G100	Freshman Composition ^A	4
Area 7E: Lifelong Understanding & Self-Development or any additional course from Area 1-6		3
Elective coursework for a total of 3 units		3
Units		19

Course	Title	Units
Semester 2		
MKTG G100	Principles Of Marketing	3
MKTG G157	Finding and Knowing Your Customer	1.5
MKTG G167	Marketing and Social Media for Entrepreneurs	1.5
MGMT G155	Customer Service	3
Area 3: Arts & Humanities course		3
Elective coursework for a total of 3 units		3
Area 2: Mathematics course or satisfy Math competency		3
If Area 2: Mathematics is satisfied, take Elective coursework for a total of 3 units		
Units		15-17

Year 2:

Course	Title	Units
Semester 3		
Area 4: Social & Behavioral Sciences course		3
Area 5: Natural Sciences course		3
<i>Select one of the following:</i>		3-4
CS G130	Survey Of Computer Science/Information Technology	4
DART G150	Digital Image Editing I: Beginning Photoshop	3

Course	Title	Units
MGMT G110	Elements Of Management	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
MKTG G135	Retail Management	3
MKTG G140	Digital Marketing and Electronic Commerce	3
<i>Units</i>		<i>9-10</i>

Course	Title	Units
Semester 4		
Area 6: Ethnic Studies course		3
Elective coursework to reach a minimum of 60 units		9-11
<i>Select one NOT already taken above:</i>		<i>3-4</i>
CS G130	Survey Of Computer Science/Information Technology	4
DART G150	Digital Image Editing I: Beginning Photoshop	3
MGMT G110	Elements Of Management	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
MKTG G135	Retail Management	3
MKTG G140	Digital Marketing and Electronic Commerce	3
<i>Units</i>		<i>15-18</i>
Total minimum units required		60

[^] Program sequence may not be recommended for students who self-place into ENGL G100S. Students should see a Counselor for appropriate advisement.