

MARKETING, ASSOCIATE IN ARTS DEGREE

Banner code: 2_AA_MRKET

Control number: 11420

Financial aid: Eligible

This program provides students with fundamental knowledge of marketing, sales, and customer service and prepares students that are pursuing further studies in the business and marketing disciplines. The curriculum delivers academic and career foundations for marketing and equips students with pertinent communication skills and related concepts, techniques, and technologies.

Program Level Learning Outcomes

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

1. Express how the marketing discipline is focused on the practical application of marketing techniques and proper management of a firm's marketing resources and activities.
2. Describe how effective marketing influences the level, timing, and composition of customer demand in a manner that achieves a company's objectives.
3. Analyze and leverage market research, marketing strategy, marketing communication techniques, and technology.
4. Define roles and responsibilities related to marketing, sales, and customer service.
5. Develop vital skills for effective business writing and communication that are necessary for successful careers in sales and marketing.

Associate Degree Graduation Requirements

(See GWC website (<http://www.goldenwestcollege.edu>) for the most up-to-date information on Associate Degree Requirements (<https://catalog.cccd.edu/golden-west/general-education/associate-degree/>).

1. Completion of General Education Requirements by one of the following methods:
 - a. Completion of a minimum of 18 units as listed under Areas A through E, including the Cultural Diversity Requirement.
 - b. Completion of a minimum of 39 units of CSU General Education requirements. Students who complete this pattern are also eligible to receive the Certificate of Achievement in CSU General Education Breadth (<https://catalog.cccd.edu/golden-west/general-education/csu-ge/>).
 - c. Completion of a minimum of 34 (UC) or 37 (CSU) units of Intersegmental General Education Transfer Curriculum (IGETC) requirements. Students who complete this pattern are also eligible to receive the Certificate of Achievement in IGETC (<https://catalog.cccd.edu/golden-west/general-education/igetc/>).
2. Completion of a Major or Area of Emphasis—a minimum of 18 units.
3. Completion of additional elective units to a total of 60 units.
4. 2.0 overall Grade Point Average at GWC and 2.0 overall Grade Point Average for all colleges attended.
5. At least 12 units completed at GWC.

Students should consult a GWC counselor in order to select the best pathway to meet their educational goals. For students who intend to

transfer, the choice of general education will be specific to both their major and transfer institution.

Course	Title	Units
Required Courses		
BUS G100	Introduction To Business	3
MKTG G100	Principles Of Marketing	3
MKTG G135	Retail Management	3
MKTG G140	Digital Marketing and Electronic Commerce	3
MGMT G155	Customer Service	3
Elective Courses		
<i>Select one of the following:</i>		3
BUS G130	Introduction To Business Writing	3
or BUS G139	Business Communication	
MGMT G110	Elements Of Management	3
Major Total		18
GE Pattern (Local, 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
MKTG G100	Principles Of Marketing	3
ENGL G100	Freshman Composition ^A	4
Area E: Lifelong Understanding and Self-Development or Area A: English Language, Area B: Natural Sciences, Area C: Arts & Humanities, Area D: Social & Behavioral Sciences		3
Elective coursework for a total of 3 units		3
<i>Units</i>		<i>16</i>

Course	Title	Units
Semester 2		
MGMT G140	Business and Organizational Ethics	3
Area C: Arts & Humanities course		3
Elective coursework for a total of 3 units		3
<i>Select one of the following:</i>		3
BUS G130	Introduction To Business Writing	3
BUS G139	Business Communication	3
MGMT G110	Elements Of Management	3
<i>Select one of the following or satisfy Math competency (completion of Algebra 2 in High School with a "C" or better):</i>		
MATH G030	Intermediate Algebra	4

Course	Title	Units
MATH G040	Accelerated Elementary and Intermediate Algebra	5
MATH G080	Pre-Statistics	5
If Math competency is satisfied, take Elective coursework for a total of 3 units.		3
<i>Units</i>		<i>15-17</i>

Year 2:

Course	Title	Units
Semester 3		
MKTG G135	Retail Management	3
MKTG G140	Digital Marketing and Electronic Commerce	3
MGMT G155	Customer Service	3
Area B: Natural Sciences course		3
Area D: Social & Behavioral Sciences course		3
<i>Units</i>		<i>15</i>

Course	Title	Units
Semester 4		
Cultural Diversity requirement [#]		3
Elective coursework to reach a minimum of 60 units		9-11
<i>Units</i>		<i>12-14</i>
Total minimum units required		60

[#] Cultural Diversity requirement (<https://catalog.cccd.edu/golden-west/general-education/associate-degree/>) list of approved courses

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