

# DEGREES & CERTIFICATES

## MARKETING ASSOCIATE OF ARTS (AA)

### About the Program

The Marketing Associate of Arts Degree provides students with entry-level career paths in marketing management, e-commerce, advertising and promotions, public relations, social media coordinator, sales, retail, and customer service. Marketing is a vital function of any business' operation. It explores customer perceptions and journeys as primary sources of profit. It also utilizes various data to make smart and insightful business decisions. Students will complete course work that emphasizes customer segmentation, marketing plans, management, marketing research, consumer behavior, customer service, sales, social media marketing, and marketing communication.

### Program Goals and Objectives

This degree is part of the Career Technical Education program and designed to prepare students for entry-level marketing positions. This degree provides students with an understanding of business operations, including determining the demand for products and services to be offered by a firm and the identification of appropriate target markets to construct a detailed marketing plan. By the end of the program, a student will be able to develop and implement marketing strategies, develop a comprehensive marketing plan, construct and implement a promotional program, and research and analyze consumer decision parameters.

### Career Opportunities

Entry-level career opportunities in marketing management, e-commerce, advertising and promotions, public relations, social media coordinator, sales, retail, marketing consultant, and customer service. Students can use their associates' degree in marketing as a stepping stone to further education or, if students feel adequately prepared, can jump straight into a marketing career.

### Program Outcomes

- Upon completion of the AA in Marketing, students are able to compare and contrast the processes used to determine the (1) demand for products and services to be offered by a firm and the (2) identification of appropriate target markets.
- Upon completion of the AA in Marketing, students are able to construct a detailed marketing plan, which includes all aspects of the marketing mix.
- Upon completion of the AA in Marketing, students are able to demonstrate knowledge of business operations, the business organization, business environments, and business procedures.
- Upon completion of the AA in Marketing, students are able to detail available pricing strategies and prepare comparisons of strategies to achieve a firm's market objectives.

### Required Core: (19 Units)

BUSN 18 Business Law.....	4
BUSN 40 Introduction to Business.....	3
BUSN 55 Business Mathematics.....	3
MKTG 50 Introduction to Marketing.....	3
MKTG 56 Marketing Strategies.....	3
MKTG 61 Professional Selling.....	3

### List A: Select One (3-4 Units)

BUSN 1A Financial Accounting.....	4
BUSN 51 Accounting for Small Businesses.....	3

### List B: Select One (3 Units)

BUSN 48 Human Relations in Organizations.....	3
BUSN 52 Business Communications.....	3
CMST 1 Fundamentals of Public Speaking.....	3

### List C: Select One (3 Units)

ECON 1 Principles of Microeconomics.....	3
ECON 2 Principles of Macroeconomics.....	3
ECON 10 General Economics.....	3

### List D: Select One (3 Units)

BUSN 45 Entrepreneurship.....	3
BUSN 58 Small Business Management.....	3
BUSN 86 Management Strategies & Dilemmas.....	3
BUSN 87 Organizational Management and Leadership.....	3

### List E: Select from Below (3 Units)

WRKX 94 Occupational Work Experience/Internship.....	1 - 8
WRKX 95 General Work Experience.....	1 - 6
BUSN 56 Introduction to Management.....	3

**Total Units for the Major..... 34-35**

**Additional General Education and Electives..... 25 -26**