

# A.S. DEGREE: MARKETING

## Your Career in Marketing Starts Here!

The Associate in Science degree in Marketing is designed to prepare students to enter the business world in the dynamic field of marketing. Students will learn the central role marketing plays in public and private organizations, with emphasis placed on how goods, services, and ideas are developed, priced, promoted, and distributed. All students will attain communication and computer skills essential for success in the business marketing environment. Students are encouraged to select elective courses to enhance skills based on specific career interests.

### PROGRAM LEARNING OUTCOMES

Upon satisfactory completion of this award, the student should be prepared to:

1. Apply communication strategies for various audiences as part of an integrated marketing program.
2. Recognize, analyze and resolve ethical issues as they relate to the marketing environment.
3. Create a marketing plan covering all elements of the marketing mix.

### PROGRAM REQUIREMENTS

To earn an Associate in Science Degree, the student must complete the MJC Associate Degree Requirements in addition to the following coursework. Degrees are awarded to students in recognition of completion of specified requirements, which indicate proficiency. All Required Courses must be passed with a C grade or better.

Required Courses		Units
Complete 18 units	[Semester Sequence]	
BUSAD 210 [3]	– Business Communication	3
BUSAD 238 [4]	– Advertising & Sales Promotion	3
BUSAD 245 [2]	– Principles of Marketing	3
BUSAD 248 [1]	– Introduction to Business	3
BUSAD 377 [1, 2]	– Human Relations in Business	3
OFADM 259 [1, 2]	– Introduction to Microsoft Excel	1
OFADM 262 [1, 2]	– Introduction to Microsoft PowerPoint	1
OFADM 318 [1, 2]	– Introduction to Publisher and Productivity Apps	1
Elective Courses		Units
Complete 12 units		
BUSAD 208 [3, 4]	– Introduction to International Business	3
BUSAD 209 [3, 4]	– Import/Export Fundamentals	3
BUSAD 235 [1, 2]	– Introduction to Entrepreneurship	3
BUSAD 246 [3, 4]	– Retail Management	3
BUSAD 230 [2, 3]	– Personal Finance	3
BUSAD 351 [1, 3]	– Elements of Supervision	3
CMPGR 266 [3, 4]	– Interactive Media Design and Development	3
COMM 132 [3, 4]	– Introduction to Mass Communication	3
<b>Total units in A.S. Major</b>		<b>30</b>

Most classes are offered in multiple modalities:

Face toFace  Online  Hybrid 

## CONTACT

FOR MORE INFORMATION PLEASE CONTACT

**Barbara Salerno**  
209.548.5790  
salernob@mjc.edu

**Linda Kropp**  
209.575.6168  
kroppl@mjc.edu



# MJC BUSINESS DEPARTMENT

