

# GENERAL MARKETING, ASSOCIATE IN SCIENCE DEGREE

**Banner Code:** 1\_AS\_MKGN  
**Financial Aid Eligible**

The Marketing certificate programs are designed to train those individuals whose career paths involve the creative techniques of both oral and written sales presentations, advertising, and marketing. Courses emphasize the tools used by marketers, the environmental forces affecting the marketing process, sales communication skills, the major components of modern advertising and promotion, marketing research, and advertising planning and strategy. All courses must be completed with a grade of "C" or better.

Complete the Certificate of Achievement and the Associate in Science Graduation Requirements as outlined in the Graduation Requirements section of the catalog.

## Program Outcomes

1. Function effectively in a multitude of first-entry marketing positions using the skills, tools and principles they have acquired.
2. Communicate effectively and persuasively in personal, organizational, and selling environments.
3. Effectively apply and utilize their acquired knowledge of the principles of marketing to market and/or promote a business, product, or service.

Review Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/associate-degree/>) and General Education (<https://catalog.cccd.edu/orange-coast/general-education-patterns/>).

Course	Title	Units
<b>Required Courses</b>		
BUS A100/A100H	Introduction to Business	3
BUS/MGMT A239	Professional Communication	3
MKTG A100	Introduction to Marketing	3
MKTG A110	Professional Selling	3
MKTG A130	Principles of Advertising	3
MKTG A150/A150H	International Marketing	3
<b>Restricted Electives</b>		
Select nine units from the following:		9
BUS A138	Business English	
BUS A171	Data Visualization: Harnessing the Power of Big Data for Business/Marketing/Entrepreneurship	
BUS/CMST A185	Public Relations	
CMST A180	Introduction to Mass Communications	
MKTG A142	Direct Marketing	
<b>Total Units</b>		<b>27</b>

Requirement	Units
Program Major Units	27
AS General Education Option 1, 2, or 3	Varies
Transferable electives to satisfy unit requirement	Varies
<b>Total Minimum Degree Units</b>	<b>60</b>

## Program Sequence

These sequences at Orange Coast College are general course curriculum maps for students to finish all major and general education requirements for two-year completion of degrees, and/or fulfillment of transfer requirements. The course sequence may include course prerequisites and other placement requirements. **Students are advised to meet with an Orange Coast College Counselor to review course selections and sequences to ensure that completion of this program will meet a student's transfer and career goals.**

Some courses in this program may be offered once per academic year.

Course	Title	Units
<b>Year 1</b>		
<b>Semester 1</b>		
MKTG A100	Introduction to Marketing	3
BUS A100 or BUS A100H	Introduction to Business or Introduction to Business Honors	3
OCC AS GE AREA A1- CHOOSE ONE		3
Select one of the following or satisfy Math competency (completion of High School Algebra 2 with a "C" or better):		3-4
MATH A030 or MATH A045	Intermediate Algebra <sup>1</sup> or Combined Elementary and Intermediate Algebra	
<b>Units</b>		<b>12-13</b>
<b>Semester 2</b>		
ELECTIVE (DEGREE APPLICABLE)		3
BUS A239 or MGMT A239	Professional Communication or Professional Communication	3
MKTG A110	Professional Selling	3
OCC AS GE AREA A2- CHOOSE ONE <sup>2</sup>		3-4
OCC AS GE AREA B- CHOOSE ONE		3-4
<b>Units</b>		<b>15-17</b>
<b>Summer</b>		
ELECTIVE (DEGREE APPLICABLE)		3
<b>Units</b>		<b>3</b>
<b>Year 2</b>		
<b>Semester 1</b>		
MKTG A150 or MKTG A150H	International Marketing or International Marketing Honors	3
OCC AS GE AREA C1- CHOOSE ONE		3
OCC AS GE AREA C2- CHOOSE ONE		3
OCC AS GE AREA D- CHOOSE ONE		3
ELECTIVE (DEGREE APPLICABLE)		3
<b>Units</b>		<b>15</b>
<b>Semester 2</b>		
MKTG A130	Principles of Advertising	3
ELECTIVE (DEGREE APPLICABLE) <sup>3</sup>		3
AS GENERAL MARKETING RESTRICTED ELECTIVES		9

Course	Title	Units
BUS A138	Business English	
BUS A171	Data Visualization: Harnessing the Power of Big Data for Business/Marketing/Entrepreneurship	
BUS A185 or CMST A185	Public Relations or Public Relations	
CMST A180	Introduction to Mass Communications <sup>4</sup>	
MKTG A142	Direct Marketing	
<b>Units</b>		<b>15</b>
<b>Total Units</b>		<b>60-63</b>

<sup>1</sup> Math A030 or higher OR take 3-4 degree applicable elective units if math competency was met through completion of High School Algebra 2 with a "C" or better; \*100-level Math courses satisfy AS Math Requirement and OCC AS GE AREA A2

<sup>2</sup> OCC AS GE AREA A2 - Required if 100-level MATH will not be taken to meet Math competency. If MATH A100 or higher will be taken, then needs to take 3-4 degree applicable elective units

<sup>3</sup> VARIES TO REACH MINIMUM 60 DEGREE APPLICABLE UNITS

<sup>4</sup> CMST A180 satisfies OCC AS GE AREA C2