



BUS-Marketing Associate of Arts Degree

Marketing is a dynamic area of study that provides immediate job and career opportunities after one course or the completion of a degree. The skills learned are easily converted into well-paying careers by many students. The skills learned are essential for international and domestic business and for companies large and small.

SUGGESTED PROGRAM COURSE SCHEDULE

SEMESTER 1

15-16 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
BUS 300 Intro to Business	3		F(O,H), S(O,H), Su(O)	
MKT 300 Prin of Marketing	3		F(O), S(O), Su(O)	
BUS 310 Business Communications	3	BUS 100; Advisory: ability to key 30 wam	F, S	CRC Area II(a)
CRC Area II(b) suggest: ECON 310 Economic Statistics or STAT 300 Intro to Prob & Stat	3	MATH 120 or 125	F, S	CRC Area II(b)
	4	MATH 120 or 125	F(O), S(O)	
CRC Area I Humanities Or taken in summer	3		F, S, Su	CRC Area I

SEMESTER 2

16 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
BUS 340 Business Law	3		F(O,H), S(O,H), Su(O)	
MKT 314/ RTVF 376 Advertising	3		Check Class Schedule for offering	
ECON 302 Prin of Macro Econ	3	MATH 100 or 102 or 1 yr of HS Elem Algebra	F(O), S(O), Su(O)	CRC Area V(b)
CRC Area V(a) American Insitution Or taken in summer	3		F, S, Su	CRC Area V(a)
CRC Area III(a) Physical Edu Activity Or taken in summer	1		F, S, Su	CRC Area III(a)
Elective-suggest: MKT 498 Work Exp in MKT	3		F, S, Su	CRC Area III(b)

[^]You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

*(O) = online available (H) = hybrid available

Career Options/Outlook: Many career opportunities are available such as first-line supervisor of retail sales worker. First-line supervisor directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.

A sample of reported job titles:

Bakery Manager, Delicatessen Manager, Department Manager, Department Supervisor, Grocery Manager, Key Carrier, Meat Department Manager, Parts Sales Manager, Shift Manager, Store Manager

Projected job opening in California (2016-2026):

16,630

Projected growth:

Slower than average (2%-4%)

Salary in California:

Median wage (2017): \$39,550/yr
Source:

<https://www.onetonline.org/link/summary/41-1011.00>

SEMESTER 3

16 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
ACCT 301 Financial Accounting	4	Advisory: ACCT 101, BUS 105, MATH 120 or 125	F(O), S(O)	CRC Area II(b)
MKT 312 Retailing or MKT 330 Internet Marketing	3		S(O) or Su(O) F(O), S(O)	
CISC 310 Intro to Computer Information Science	3	Advisory: BUSTEC 302 or keyboard 25 wam or better	F(O,H), S(O,H)	CRC Area II(b) or III(b)
CRC Area VI suggestion: BUS 330 Managing Diversity in the Workplace. Or taken in summer	3		F(O), S(O), Su(O)	CRC Area VI
Elective -suggestion: MKT 312 Retailing or MKT 330 Internet Marketing (Not already taken)	3		S(O) or Su(O) F(O), S(O)	

SEMESTER 4

12(13) UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
MKT 310 Selling Professionally	3		F, S	
CRC Area IV Natural Sciences	3		F, S, Su	CRC Area IV
Elective -suggestion: BUS 350 Small Business Management/ Entrepreneurship	3		F, S, Su	
Elective	3		F, S, Su	
Elective (if necessary)	(1)		F, S, Su	

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*(O) = online available (H) = hybrid available

For the MKT degree:

Students can choose a minimum of 6 units from: MKT 330, MKT 312, BUS 310, BUS 330, BUS 350, MKT 495, or MKT 498 and

A minimum of 3 units from: CISC 310, CISA 305, CISA 308, CISA 315, CISA 320.

Honors option:

The CRC Honors Program is designed specifically for academically accomplished students and for students with the potential for high achievement. Students who complete 15 units or more in honors-designated courses will earn special recognition as an Honors Scholar, a distinction that may entitle the student to guaranteed transfer and scholarship opportunities at select transfer colleges and universities.

Transfer notes:

Please meet with a counselor for specific transfer course evaluation or transferring to a specific 4-year institution.

General Education (GE):

Non-specified GE courses identified by CRC Area, CSU Area or IGETC Area without pre- or co-requisite can be taken at any semester.

Courses in red meet the requirement for the Certificate of Achievement in Marketing. Students have the option to select a minimum of 3 units from: BUS 310 Business Communications (3u), BUS 330 Managing Diversity in the Workplace(3u), BUS 350 Small Business Mgt/Entrepreneurship (3u), MKT 495 Independent Studies in MKT, or MKT 498 Work Experience in MKT (1-4 u).