



BUS – Marketing & Management Associate of Arts Degrees

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. Managers help organizations achieve their objectives through effective planning, organizing, directing and controlling.

Combined with AA degree in Management.

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), S(O), Su(O)	
BUS 340 Business Law	3		F(O), S(O), Su(O)	
CRC Area II(a) - suggestion: 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 4	MATH 120 or 125 MATH 120 or 125	F, S F(O), S(O)	CRC Area II(b)
CRC Area I Humanities Or taken in summer	3		F, S, Su	CRC Area I

SEMESTER 2

15 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
MKT 300 Prin of Marketing	3		F(O), S(O), 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: MGMT 498 Work Exp in Mgmt	2		F(O,H), S(O), Su(O)	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:

Marketing Managers plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services. **Career opportunities may require more than two years of college study.**

A sample of reported job titles:

Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

Projected job opening in California (2016-2026):

3,670

Projected growth:

Slower than average (2%-4%)

Salary in California:

Median wage (2017) with advanced degree: \$153,080/yr

Source:

<https://www.onetonline.org/link/summary/11-2021.00>

SEMESTER 3

16 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
MGMT 372 Human Relations & Organizational Behavior	3		F(O)	
ACCT 301 Financial Accounting	4	Advisory: ACCT 101, BUS 105, or MATH 120 or 125	F(O,H)m S(O)	CRC Area II(b)
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)
MKT 310 Selling Professionally	3		F(O,H) or Su(O)	
Elective Suggestion: MGMT 308 Personnel & Human Resource Management	3		F(O)	

SEMESTER 4

13-14 UNITS

Course	Units	Pre-Reqs [^]	Semesters offered*	GE Area
BUS 350 Small Business Management/ Entrepreneurship	3		F(O), S(O)	
MGMT 362 Techniques of Management	3		S	
CRC Area VI Ethnic/Multicultural Studies suggestion: BUS 330 Managing Diversity in the Workplace. Or taken in summer	3		F, S(O), Su(O)	CRC Area VI
CRC Area IV Natural Sciences	3		F, S, Su	CRC Area IV
Elective	1-2		F, S, Su	

[^]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

Courses highlighted meet the requirement for the AA degree in Management.

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

For the MGMT degree:

Students can choose a minimum of 6 units from: BUS 310, BUS 330, BUS 350, MGMT 308, MGMT 495, MGMT 498 and
A minimum of 3 units from: CISC 310, CISA 305, CISA 308, CISA 315, CISA 320.

Catalog Year: 2019-2020

Counselor Contact: Chris Torres

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)

Courses in blue meet the requirement for the Certificate of Achievement in Management in Business. Students have the option to select a minimum of 3 units from: MGMT 308 Personnel & Human Resources Mgt (3u), BUS 310 Business Communications (3u), BUS 330 Managing Diversity in the Workplace (3u), BUS 350 Small Business Mgt/Entrepreneurship (3u), ACCT 301 Financial Accounting (3u), or CISC 310 Intro to Computer Info Science (3u)

Faculty Contact: Man Phan

