

# MARKETING, ASSOCIATE IN ARTS (AA)

## Overview

The Marketing Program at Santa Barbara City College emphasizes the concepts of planning and developing products and services. In addition, the student will acquire critical information involving packaging, distribution, pricing, advertising, personal selling and computer graphics applications in the creation of successful marketing strategies. This program may also prepare a student for transfer to a four-year institution.

## Requirements

### Associate Degree Graduation Requirements

Complete all of the following:

- All Department Requirements listed below with a "C" or better or "P" in each course (at least 20% of the department requirements must be completed through SBCC).
- One of the following three General Education options:
  - OPTION 1: A minimum of 18 units of SBCC General Education Requirements (<https://catalog.sbcc.edu/degrees-certificates-awards/#associatedegreeext>) (Areas A-D) and Institutional Requirements (Area E) and Information Competency Requirement (Area F) OR
  - OPTION 2: IGETC (<https://catalog.sbcc.edu/transfer-curricula/#igetctext>) Pattern OR
  - OPTION 3: CSU GE Breadth (<https://catalog.sbcc.edu/transfer-curricula/#csugebtext>) Pattern
- A total of 60 degree-applicable units (SBCC courses numbered 100 and higher).
- Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC.
- Maintain a cumulative GPA of 2.0 or better in all college units attempted.
- A minimum of 12 units through SBCC.

Code	Title	Units
<b>Department Requirements</b>		
MKT 101	Introduction to Marketing	3
MKT/MAT 164	Online and Mobile Marketing	3
MKT 203	Marketing Communications	3
MKT 205	Consumer Selling Strategies	3
MKT 215	Segmentation and Target Marketing	3
MKT/CIS 220	Introduction to Electronic Commerce	3
Complete 6 units from the following:		6-8
COMP 101	Introduction to Computer Applications	
COMP 111	Microsoft Access	
FP 276	Production II: Commercial Applications	
GDP 114	Intermediate Graphic Design	
IBUS 102	Introduction to International Business	
MAT 131	Digital Imaging I	
MAT 153	Web Design I	
MKT 120	Relationship Selling	

MKT 125	Principles Of Customer Service
MKT/JOUR 135	Public Relations
MKT 209	International Marketing
<b>Total Units</b>	<b>24.00-26.00</b>

## Learning Outcomes

- Recognition and appreciation of diversity which exists in the discipline of Marketing.
- Understanding that market segmentation is present in local, regional, national, and global customer market recognition.
- Identifying that the fundamental basis of marketing is to create and implementation form, time, place, and ownership utility.
- Demonstration that risk and reward are present in all marketing product, price, distribution and promotion activities.
- Identifying that the marketing concept is present in all successful non-profit and profit making marketing activities in organizations.

## Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment ([http://www.sbcc.edu/starfish/howtos/starfish\\_appt\\_how\\_to.pdf](http://www.sbcc.edu/starfish/howtos/starfish_appt_how_to.pdf)).