

MARKETING, ASSOCIATE OF SCIENCE (AS)

Overview

The Marketing Program is designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution, and government regulations. Courses consist of a study of the marketing product and service experience, including branding, pricing, launch, customer and public relations, with a special emphasis on the understanding of business and individual consumer behavior, demographics and target marketing. A special focus will be on the role and importance of conducting, analyzing and utilizing valid market research as well as the use of social media in promotions. The program will also detail international advertising efforts made by multinational corporations towards a product's initial release. Finally, a core focus is understanding how to employ publicity campaigns to assess risk and manage customer expectations. Collectively, the program's goal is to prepare students for future employment opportunities by providing them with the necessary skill set and practice to define a marketing problem and recommend actions to improve an organization's marketing activities. Main Competencies include: Advertising and Selling; Relationships and Customer Services; Branding and Differentiation; Public Relations; Online/Social Media Promotion; Strategy and Positioning; Communications; Supply Chain Management.

Upon completion of the program students may enter in a variety of positions in the following fields: Marketing Coordinator/Product Development; Project Management/Distribution and Logistics; Marketing - Entertainment; Hospitality and Tourism; Advertising and Promotion; Entrepreneurship; Social Media/Brand Management; Account Supervisors; Business Development Directors; Business Development Managers; Commercial Lines Managers; Commercial Marketing Specialists; Marketing Coordinators; Marketing Directors; Market Development Managers.

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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.sbccc.edu/degrees-certificates-awards/#associatedegreecontext>) (Areas A-D) and Institutional Requirements (Area E) and Information Competency Requirement (Area F) OR
 - OPTION 2: IGETC (<https://catalog.sbccc.edu/transfer-curricula/#igetctext>) Pattern OR
 - OPTION 3: CSU GE Breadth (<https://catalog.sbccc.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
Department Requirements		
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
BUS/FP 240	The Business of Entertainment	
COMP 101	Introduction to Computer Applications	
COMP 111	Microsoft Access	
FP 276	Production II: Commercial Applications	
GDP 110 or GDP 114	Media Design 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 200A	Social Media and Self-Branding	
MKT 201A	Marketing Strategy and Positioning	
MKT 209	International Marketing	
MKT 212	Supply Chain Logistics	
MKT 221	Tourism and Hospitality Marketing	
MKT 223	Digital Destination Marketing	

MKT 225	Strategic Positioning in Global Tourism
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Total Units **24.00-26.00**

Learning Outcomes

1. Demonstrate that risk and reward are present in all marketing products, price, distribution and promotion activities.
2. Recommend strategies for marketing different types of consumer products.
3. Analyze the factors contributing to a product's success and failure.

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).