

Business: Marketing

Award Type: Associate in Science

The associate of science degree program in business prepares students for entry-level management positions. Courses also provide a foundation for upper division courses in a baccalaureate degree program in Business. Students will recall and apply significant business principles, produce work-based learning projects, and demonstrate the ability to follow oral and written instructions.

The graduate of the Associate in Science in Business: Marketing will:

- Recall significant business issues, theories, and applications relevant to entry-level management positions and subsequent upper-division coursework.
- Apply business principles to produce work-based learning projects related to entry-level management positions.
- Demonstrate the ability to follow instructions on assignments and class activities.

Program Requirements

A major of 36 units is required for the associate in science degree.

Required core courses 30 units.

Course Number	Course Title	Units
ACCT 131	Financial Accounting 1	3.0
ACCT 132	Financial Accounting 2	3.0
BUS 101	Introduction to Business	3.0
BUS 102	Marketing	3.0
BUS 104	Business Organization and Management	3.0
BUS 107	Human Relations in Business	3.0
BUS 110	Business Law	3.0
BUS 160	Business Communications	3.0
BUS 302	Essentials of Management	3.0
CBIS 101	Computer Concepts & Applications	3.0
	or	
CBIS 142	Microsoft Access-Comprehensive	3.0
	or	
CBOT 333	Business Desktop Publishing	3.0

Plus a minimum of 6 units selected from the following:

Course Number	Course Title	Units
BUS 103	Advertising	3.0
BUS 106	Small Business Management	3.0
BUS 111	Internet Marketing	3.0
BUS 140	Survey of International Business	3.0
BUS 303	Sales And Marketing	3.0
BUS 149	Cooperative Work Experience: Occupational	1.0 - 8.0 units