

MARKETING

Associate in Arts

Transfer Preparation * (Major Code: 01160)

Prepares students in the field of marketing with an understanding of the concepts of marketing functions such as sales, advertising, marketing research, product development, distribution, and pricing. Covers additional concepts of accounting, economics, legal environment, and business communication.

Program Student Learning Outcomes

- Students will be able to develop appropriate written communication for the intended business audience.
- Students will be able to critically evaluate, analyze, and interpret information to solve problems and make business decisions.

Code	Title	Units
Program Requirements		
ACCT 101	PRINCIPLES OF ACCOUNTING I	4
ACCT 102	PRINCIPLES OF ACCOUNTING II-- MANAGERIAL	4
BUS 140	BUSINESS LAW/THE LEGAL ENVIRONMENT OF BUSINESS	3
BUS 174	INTRODUCTION TO INTEGRATED MARKETING COMMUNICATIONS	3
BUS 212	BUSINESS COMMUNICATION	3
CIS 101	INTRODUCTION TO BUSINESS INFORMATION SYSTEMS	4
ECON 101	PRINCIPLES OF ECONOMICS I	3
ECON 102	PRINCIPLES OF ECONOMICS II	3
MATH 119	ELEMENTARY STATISTICS	4
MATH 120	CALCULUS FOR BUSINESS ANALYSIS	4
Total Units		35

* Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Career and Transfer Connections. See catalog Transfer Courses Information (<http://catalog.swccd.edu/student-success-support-program/student-services-and-college-services/other-services/transfer-courses/>) section for further information.

To earn an associate degree, additional general education and graduation requirements (<http://catalog.swccd.edu/certificates-certifications-degrees-csuuc-requirements/>) must be completed.