

MARKETING MANAGEMENT (AS DEGREE S0510)

Business Division

Degree S0510

This program is intended to prepare students for employment following graduation. Students wishing a bachelor's degree (transfer program) should consult with a counselor or advisor to discuss transferability of courses.

This degree requires the completion of General Education coursework plus the following:

Required Courses

Course Prefix	Course Name	Units
BUSA 7	Principles of Accounting - Financial	5
or BUSA 72	Bookkeeping - Accounting	
BUSM 20	Principles of Business	3
BUSM 61	Business Organization and Management	3
BUSO 25	Business Communications	3
BUSS 35	Professional Selling	3
BUSS 36	Principles of Marketing	3
BUSS 85	Special Issues in Marketing	2
CISB 15	Microcomputer Applications	3.5
Choose one course from the following:		3
BUSC 1A	Principles of Economics - Macroeconomics	
or BUSC 1AH	Principles of Economics - Macroeconomics - Honors	
BUSC 1B	Principles of Economics - Microeconomics	
or BUSC 1BH	Principles of Economics - Microeconomics - Honors	
BUSC 17	Applied Business Statistics	
BUSM 60	Human Relations in Business	
BUSO 5	Business English	
Total Units		28.5

Business Administration Website (<http://www.mtsac.edu/businessadministration/>)

(<https://www.mtsac.edu/guided-pathways/pathway-results.html?pthwyvar=S0510&desc=Marketing+Management%2C+AS+S0510>)

Program Learning Outcomes

Upon successful completion of this program, a student will be able to:

- Develop a working knowledge of marketing terminology.
- List and explain the foundations upon which business is built and the economic challenges facing the United States.
- List the characteristics of a successful salesperson.

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.