

<b>STUDENT NAME</b>		<b>SID #</b>	
<b>PROGRAM CHAIR</b>		<b>DATE</b>	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
<b>CORE COURSEWORK</b>								
<b>BUS&amp; 101</b>	Introduction to Business	5						
<b>ENGL&amp; 101</b>	English Composition I	5						
<b>ENGL 201 or ENGL 271</b>	The Research Paper Expository Writing	5						
<b>MKTG 101</b>	Introduction to Marketing	5						
<b>MKTG 102</b>	Intro to Digital Marketing Platforms	5						
<b>MKTG 131</b>	Principles of Professional Selling	5						
<b>MKTG 200</b>	International Marketing	5						
<b>MKTG 211</b>	Multicultural Marketing	5						
<b>MKTG 234</b>	Advertising	5						
<b>MKTG 241</b>	Search Engine Strategy	5						
<b>MKTG 255</b>	Relationship Marketing	5						
<b>MKTG 261</b>	Marketing Research I	5						
<b>MKTG 262</b>	Measurement and Analytics	5						
<i>Choose one course from the following:</i>		5						
<b>CMST&amp; 220</b>	Public Speaking (5 Cr)							
<b>MKTG 290</b>	DECA Practicum (5 Cr)							
<i>Choose one course from the following:</i>		5						
<b>BTS 165</b>	Business Spreadsheet Analysis & Design (5 Cr)							
<b>BTS 189</b>	Webpage Authoring Essentials (5 Cr)							
<b>BTS 201</b>	Content Management Systems (5 Cr)							
<b>MKTG 292</b>	Marketing Internship (5 Cr)							
<i>Choose one course from the following:</i>		2						
<b>MKTG 103</b>	Intro to Sports Marketing (2 Cr)							
<b>MKTG 104</b>	Intro to Fashion Marketing (2 Cr)							
<b>MKTG 105</b>	Intro to Music Marketing (2 Cr)							
<b>MKTG 106</b>	Intro to Film & TV Marketing (2 Cr)							
<i>Choose one course from the following:</i>		5						
<b>BUS 145</b>	Business Math (5 Cr)							
<b>MATH&amp; 107</b>	Math in Society (5 Cr) or higher							
<b>ELECTIVES</b>								
Any <b>Natural Science</b> with Lab course from AAS-DTA list		5-6						
Any two 200-level <b>Marketing</b> courses		10						
<b>TOTAL</b>		97-98						

The Associate of Arts in Marketing Management degree provides students with practical, hands-on experience in both traditional and digital marketing. Greater emphasis is placed on the intersection of marketing strategy with business management and decision making. Courses in advertising, relationship marketing, marketing research, measurement and analytics, international marketing, multicultural marketing, and sales offer students instruction in areas that match employer needs. The program requires students to assume a management viewpoint, and develop appropriate marketing strategies that employ their newly honed skills.

## LEARNING OUTCOMES

Degree recipients should possess the skills & abilities described below:

- Explain and apply the marketing functions of product/service planning, pricing, distribution, and promotion for both domestic and international marketing situations

- Identify and apply the principles of client relations; explain how they apply in building client and customer partnerships
- Identify and apply the principles of retailing and e-marketing principles within the marketing function of a business
- Describe and understand the legal environment in which business and marketing is conducted and basic legal concepts that apply to business organizations and the marketing function
- Demonstrate the ability to engage in media planning strategies, marketing and advertising strategies for business advertising campaigns
- Perform basic business calculations and create budgets for managing expenses
- Apply critical thinking skills to perform marketing research and analyze information
- Communicate marketing concepts effectively both written and orally in clear concise language appropriate to the audience including business presentation skills

