

# MARKETING ASSOCIATE IN SCIENCE AND CERTIFICATE OF ACHIEVEMENT



Marketing consists of all the activities that direct the flow of goods and services from producer to consumer. This may include market research, physical distribution, wholesaling, advertising, personal selling, and retailing. Although most jobs are in wholesale and retail trade, this broad field offers many employment opportunities. The internship experience is an important feature of the program.

## Career Opportunities

<https://www.grossmont.edu/student-support/career-center/resources.php>

Account Executive<sup>1</sup>  
 Advertising Manager<sup>1</sup>  
 Booking Agent  
 Claim Adjustor<sup>2</sup>  
 Consumer Affairs Director<sup>1</sup>  
 Financial Planner<sup>1</sup>  
 Import-Export Agent<sup>2</sup>  
 Internal Revenue Investigator<sup>1</sup>  
 Management Trainee  
 Marketing Manager<sup>2</sup>  
 Purchasing Agent  
 Retail Manager  
 Securities Trader<sup>1</sup>  
 Stockbroker<sup>1</sup>

<sup>1</sup> Bachelor's Degree or higher required.

<sup>2</sup> Bachelor Degree normally recommended.

**The Program-level Student Learning Outcomes (PSLOs)** below are outcomes that students will achieve after completing specific degree / certificate requirements in this program. Students will:

1. Utilize marketing analysis and strategy to identify marketing opportunities.
2. Define ideal target markets for broad industries as well as specific products and services, utilizing demographic and psychographic descriptions.
3. Develop effective promotional mix strategies for specific products and services, and their related target markets.

## Associate Degree Major Requirements

**Note:** All courses must be completed with a letter grade of "C" or higher or "Pass."

Code	Title	Units
BUS-120	Financial Accounting	4
BUS-125	Business Law: Legal Environment of Business	3
BUS-128	Business Communication	3
BUS-146	Marketing	3
BUS-156	Principles of Management	3
BOT-172	Introduction to Microcomputer Applications	2
Select three of the following:		9
BUS-118	Retail Management	
BUS-142	Effective Sales - Skills of Personal Selling and Persuasion	
BUS-144	Advertising	
BUS-262	Global Trade Operations, Import Procedures	
BUS-263	Global Trade Operations, Marketing & Export Procedures	
Select one of the following:		3
BUS-115	Human Relations in Business	
BUS-137A	Marketing Internship	
BUS-137B	Marketing Internship	
BUS-137C	Marketing Internship	
BUS-137D	Marketing Internship	
BUS-140	Entrepreneurship: Developing a Business Plan	
BUS-250	Introduction to International Business	
BUS-258	The Cultural Dimensions in International Business	
<b>Total Units</b>		<b>30</b>

Plus General Education (<https://catalog.gcccd.edu/grossmont/admission-information/general-education-transfer/>) and Elective Requirements

## Certificate of Achievement

Any student who chooses to complete only the requirements listed above qualifies for a Certificate of Achievement in Marketing. An official request must be filed with the Admissions and Records Office prior to the deadline as stated in the Academic Calendar.