

MARKETING MANAGEMENT ASSOCIATE IN SCIENCE DEGREE

Division: Business and Computer Information Systems

PROGRAM CODE: 2S03825

The **Marketing Management Associate in Science Degree** is designed for students who intend to seek immediate employment in the field of marketing and/or business, and those presently employed in marketing but seeking advancement. Graduates of this program may be employed in a number of jobs and career areas such as Advertising and Promotions Manager, Marketing Manager, Agent and Business Manager of Artists, Performers, and Athletes, Market Research Analyst and Marketing Specialist. This degree requires 24-25 units.

Code	Title	Units
Required CORE MARKETING Courses (6 units)		
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing (formerly New Media)	3
Select from the following MARKETING SPECIALTY courses (9 units):		9
MKT 103 F	Principles of Advertising	3
MKT 201 F	Small Business Promotions	3
MKT 203 F	Principles of Retail Management	3
MKT 205 F	Understanding Multicultural Markets in U.S.	3
MKT 208 F	Principles of Selling	3
BUS 112 F	Public Speaking for Business	4
BUS 224 F	International Marketing	3
Select one COMMUNICATIONS course from the following (3-4 units):		3-4
BUS 111 F	Business Communications	3
BUS 112 F	Public Speaking for Business	4
BUS 211 F	Critical Reasoning and Writing for Business (formerly Writing for Business)	3
or BUS 211HF	Honors Critical Reasoning and Writing for Business (formerly Honors Writing for Business)	
Select one MANAGEMENT course from the following (3 units):		3
BUS 100 F	Introduction to Business	3
BUS 131 F	Principles of International Business	3
BUS 180 F	Small Business Management	3
Select one LAW course from the following (3 units):¹		3
BUS 240 F	Legal Environment of Business	3
or BUS 240HF	Honors Legal Environment of Business	
BUS 245 F	Business Law I (formerly BUS 241AF)	3
Total Units		24-25

¹ See counselor for determination of correct course.

Outcome 1: Identify the various marketing functions (product development, pricing, promotion, and distribution) and how organizations utilize these

to produce goods and services that satisfy the needs and wants of the consumer.

Outcome 2: Utilize a working vocabulary of business terminology.

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