

MARKETING ASSOCIATE IN SCIENCE DEGREE

PROGRAM CODE: 1S03764

Financial Aid Eligible

The **Marketing Associate in Science Degree** is designed to prepare students for careers in marketing – performing the activities that enable businesses to satisfy customers’ needs and wants. Students will learn product development, pricing, promotion, and distribution methods while gaining skills in selling, retailing, advertising, market researching, and other marketing areas. To earn an Associate Degree students must complete: (1) all major course requirements with a grade of C or better; (2) Cypress College Native General Education requirements; California State University General Education Breadth requirements (CSU GE Breadth) or IGETC General Education requirements; (3) the Social Justice, Equity and Sustainability and reading requirements; (4) any elective courses to complete a minimum of 60 units; and, (5) have minimum GPA of 2.0. At least 50% of all major course work must be completed at Cypress College. Courses that fulfill major requirements for an Associate Degree at Cypress College might not be the same as those required for completing the major at a transfer institution offering a Baccalaureate Degree. For information on specific university requirements, please consult with your counselor, or visit the Transfer Center. This degree requires 21 units in the major, in addition to General Graduation requirements.

| Code | Title | Units |
|--|-------------------------------|-----------|
| Required courses are listed in suggested sequence: (18 units) | | |
| BUS 100 C | Introduction to Business | 3 |
| BUS 103 C | Principles of Advertising | 3 |
| BUS 222 C | Principles of Marketing | 3 |
| BUS 105 C | Principles of Retailing | 3 |
| BUS 208 C | Principles of Selling | 3 |
| BUS 210 C | Consumer Behavior | 3 |
| Electives - Select one course: (3 units) | | 3 |
| BUS 205 C | Multicultural Markets in U.S. | 3 |
| BUS 224 C | International Marketing | 3 |
| BUS 201 C | Small Business Promotion | 3 |
| ACCT 101 C | Financial Accounting | 5 |
| BUS 151 C | Business Mathematics | 3 |
| Total Units | | 21 |

http://www.curricunet.com/Cypress/reports/program_report.cfm?programs_id=1392