



# BUSINESS

## Marketing

### Associate of Science Degree ( Code# 1127) 2011-2012

#### REQUIREMENTS FOR THE MAJOR:

COURSE NO.	TITLE	UNITS
BUS 100	Introduction to Business	3
BUS 110	Principles of Management	3
BUS 140	Principles of Marketing	3
BUS 141	Principles of Advertising	3
BUS 142	Principles of Selling	3
BUS 190	Principles of Electronic Commerce	3
<b>OR</b> BUS 192	E-Business Strategy	3
BUS 211	Business Law	3
Total Units for Major:		21

#### PLUS:

- ◆ a minimum of 60 semester units (a minimum of 12 units completed at College of the Canyons)
- ◆ completion of Associate Degree GE, Diversity, American Institutions and PE/Wellness requirements
- ◆ a minimum 2.0 grade point average (C average) or better in associate degree applicable units and be in good standing at College of the Canyons (all courses required for the major must be completed with a C grade or better).

### Certificate of Achievement ( Code# 1128) 2011-2012

#### REQUIREMENTS FOR THE CERTIFICATE:

Requirements for the Major (see above) also fulfill the requirements for the Certificate of Achievement in Marketing