

Marketing AS (AA GE Track)

If you have completed coursework at another college and/or are starting in a semester other than a Fall term, please follow up with the Counseling Department to determine if this sequence is appropriate for your academic and career goals.

Program Description: The Business Department offers a comprehensive program for transfer and non-transfer students. The first two years of coursework in preparation for a four-year degree in Accounting and/or Business Administration may be completed, or students may earn associate degrees and/or certificates while exploring areas of personal interest or job enrichment. The department offers a variety of courses in Accounting, Bookkeeping, Business Administration, International Business, Business Mathematics, Management, Finance, Investing, Marketing, Salesmanship, Retail Management, Electronic Commerce, Advertising, Ethics, Law, Conflict Resolution and Managing Diversity in the Workplace. Associate degrees and certificates are designed to allow students to specialize in a particular area, and are especially useful for persons seeking a first job, or looking to advance in a current career.

Program SLO: Analyze key issues relating to marketing principles, design marketing strategies, and integrate those strategies in business operations

Important Information: Connect with a counselor to develop an individualized student education plan and discuss academic and career goals through the Counseling Department @ <https://www.canyons.edu/counseling> or (661) 362-3288/(661)362-3811.

Major courses are sequenced and **BOLDED** based on recommendations by the [Business Department](#).

First Semester (3-15 units minimum) FA = Fall; WI = Winter; SP = Spring; SU = Summer

Course	Title	Units	Major and GE Courses
BUS 100	Introduction to Business (FA, WI, SP, SU)	3	Major Course
BUS 110	Principles of Management (FA, WI, SP, SU)	3	Major Course
ENGL 101/101H	English Composition (FA, WI, SP, SU)	4	Area Di
Math Competency	Choose one course from the Associate GE Area 3 (FA, WI, SP, SU)	3-5	Area 3 and Dii
PE/Wellness	HLHSCI 100 - Health Education (FA, WI, SP, SU) HLHSCI 150 - Nutrition (FA, SP, SU) HLHSCI 243*- Women and Health (FA, SP) KPEA or KPEI or Dance Activity (FA, WI, SP, SU) REC 100 – Leisure for Life (FA)	2-3	Area F
Term Totals:		15-18	

Check the Honors website for most recent course offerings. Must be enrolled in the Honors program to take courses, see below.

Second Semester (16-30 units minimum)

Course	Title	Units	Major and GE Courses
BUS 140	Principles of Marketing (FA, SP)	3	Major Course
BUS 142	Principles of Selling (FA, SP)	3	Major Course
*BUS 126 is recommended by the department or any Social Science Course	Managing Diversity in the Workplace (FA, SP) is highly recommended by the department, or choose one course from the Associate GE Area B (FA, WI, SP, SU)	3	Area B & Area 4 Diversity
*American Institutions Choose Option 1 or 2	Complete first course in chosen option – (note: must take both classes within one option) (FA, WI, SP, SU) – see table below	3	American Institutions
Natural Science	Choose once course from the Associate GE Area A (FA, WI, SP, SU)	3-4	Area A
Term Totals:		15-16	

Consider taking a Social Science course with an () indication on the [Associate Degree Requirements Checklist](#) to also satisfy the Diversity GE Area 4. Courses with an (*) will meet the GE Diversity Requirement. Refer to the Associate Degree Checklist for details.

Third Semester (31-45 units minimum)

Course	Title	Units	GE Area
BUS 141	Principles of Advertising (FA, SP)	3	Major Course
BUS 211	Business Law (FA, WI, SP, SU)	3	Major Course
CAWT 116 or any AA Elective	Business Communications (FA, WI, SP, SU) is highly recommended by the department or choose any 3-unit course that is 100-level or above (FA, WI, SP, SU)	3	AA Elective
American Institutions	Complete second course in chosen option – (note: must take both classes within one option) (FA, WI, SP, SU) – <i>see table below</i>	3	American Institutions
AA Elective	Choose any 3-unit course that is 100-level or above (FA, WI, SP, SU)	3	AA Elective
Term Totals:		15	

Fourth Semester (46-60 units minimum)

Course	Title	Units	GE Area
BUS 190 or BUS 192	Principles of Electronic Commerce (FA, SP) E-Business Strategy (FA, SP)	3	Major Course
BUS 160 or any other Humanities and Fine Arts Course	Business Ethics (FA, SP, SU) is highly recommended by the department or choose one course from the Associate GE Area C (FA, WI, SP, SU)	3	Area C
AA Elective	Choose any 3-unit course that is 100-level or above (FA, WI, SP, SU)	3	AA Elective- <i>take a course to satisfy Diversity, if not yet completed</i>
AA Elective	Choose any 3-unit course that is 100-level or above (FA, WI, SP, SU)	3	AA Elective
AA Elective	Choose any 3-unit course that is 100-level or above (FA, WI, SP, SU)	3	AA Elective
Term Totals:		15	

Total Units: 60+

American Institutions Requirement – Select one of the options below and complete a total of 6 units

Option 1	One course from the following: Economics 170/170H, History 111/111H, History 112/112H, History 120/120H, or History 130 AND Political Science 150/150H
Option 2	History 111/111H AND History 112/112H

Counselor Notes This sequence does not meet transfer admissions requirements. Additional courses for transfer general education will be needed, as well as courses for transfer major preparation. Follow up with the Counseling Department for additional information @ <https://www.canyons.edu/counseling>.

Counseling Resources

Business Department www.canyons.edu/business

AA General Education Guide: <https://www.canyons.edu/student-services/counseling/degrees/generaled.php>

COC Future Business Leaders of America – Phi Beta Lambda: coc.pbl@gmail.com

COC Honors Program: <https://www.canyons.edu/academics/honors/index.php>

Petition for Associate Degree: Check the student calendar for term-specific submission deadlines for the petition for associate degree. *Summer graduation associate degree petitions are due by April 1st for your name to appear in the spring commencement pamphlet. The petition form must be reviewed with a counselor and may be found here:

[https://www.canyons.edu/resources/documents/student-services/admissions/Petition for Associate Degree and Certificate of Achievement.pdf](https://www.canyons.edu/resources/documents/student-services/admissions/Petition%20for%20Associate%20Degree%20and%20Certificate%20of%20Achievement.pdf)

Career Resources

Career Tree: <https://www.canyons.edu/academics/business/careertree/careertree-business-marketing.php>

California Career Zone: www.cacareerzone.org

O*Net Online: www.onetonline.org

Bureau of Labor and Statistics: www.bls.gov

Professional Associations:

American Marketing Association: www.ama.org

Sales and Marketing Executives International: www.smei.org

eMarketing Association: www.emarketingassociation.com

Social Media Club: www.socialmediacub.org

Business Marketing Association (B-to-B): www.marketing.org

Association of National Advertisers: www.ana.net

American Advertising Federation: www.aaf.org

American Association of Advertising Agencies: www.aaaa.org