

# BUSINESS ADMINISTRATION – MARKETING MANAGEMENT – ASSOCIATE IN SCIENCE DEGREE, CERTIFICATE OF ACHIEVEMENT

Top Code:

0509.00

The Marketing Management program provides students with core skills for employment in sales, marketing management, marketing research, promotions and customer service. Students will complete course work that emphasizes customer segmentation, marketing plans, marketing research, consumer behavior, social media marketing, and marketing communication. This program is designed for entry level career paths in Marketing Management, Advertising and Promotions, Marketing Analysts, Market Researcher, Social Media Coordinator, and Sales.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

## Program Outcomes

- Develop a marketing plan tailored for a specific target market.
- Analyze an organization's strengths, weaknesses, opportunities and threats from a marketing perspective.
- Explain the environmental factors which influence consumer and organizational decision making.
- Identify the ethical challenges that companies face in marketing a brand.

## Requirements for the Certificate of Achievement

Code	Title	Units
BUS 009	INTRODUCTION TO BUSINESS	3
BUS 117	HUMAN RELATIONS/ORGANIZATIONAL BEHAVIOR	3
BUS 160	SALES AND CUSTOMER SERVICE	3
MRKT 020	PRINCIPLES OF MARKETING	3
MRKT 123	PROMOTIONS AND MARKETING COMMUNICATIONS	3
MRKT 150	SOCIAL MEDIA MARKETING FOR BUSINESS	3
MRKT 132	RETAIL MANAGEMENT	3
<b>Total Units</b>		<b>21</b>

## Recommended Electives

Code	Title	Units
BIT 025	SURVEY OF COMPUTER TECHNOLOGY IN BUSINESS	3

## General Education Requirements for the Associate in Science Degree

- General Information (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/>)
- PCC Local Gen Ed (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#pcclocaltext>)
- CSU Breadth (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#csubreadthtext>)
- IGETC (<https://curriculum.pasadena.edu/academic-programs-leading-degree-certificate/#igetctext>)

**Visit the Program Mapper** (<https://pasadena-city.programmapper.ws/academics/interest-clusters/7e85bdcc-be06-405f-9845-b8b63e49f8c6/programs/0ee45b38-c016-7717-b118-76636033c99c/>) **for a suggested sequence of courses.**