

**Associate of Science in Marketing Management
Program Code 2126**

Program Description: The Associate of Science degree in Marketing Management, offered at all BC locations, emphasizes the development of management and leadership skills needed in marketing occupations such as advertising, selling, entrepreneurship, and international business. This program may enable students to transfer to senior institutions that offer a bachelor's degree in marketing.

Career Pathway: Business

Program Entrance Requirements: HS Diploma or GED

Additional Program Information: It is highly recommended that MAR1011, ACG2001, GEB1011 and MAN2021 be taken first to prepare the student for the more advanced courses.

You will earn Technical Certificates related to your program of study as you earn your AA, AS, AAS or Bachelor's degree.

Location(s): All courses are offered at all BC locations. Please consult the course schedule for specific semester locations.

Contact Information: Program contact information can be found at <http://www.broward.edu/academics/programs/Pages/business.aspx>

Related Programs at Broward College:

Marketing Operations Technical Certificate (6240)

General Education Credit Hours		18	MKA1021	Salesmanship	3
ENC1101	Composition I	3	MKA1930	Seminar I: Marketing in Perspective	3
ECO2013	Principles of Macroeconomics	3	MNA1161	Introduction to Customer Service	3
Mathematics		3	MAN2021	Introduction to Management	3
Humanities		3	MAR1011	Principles of Marketing	3
Biological/Physical Science		3	GEB1011	Introduction to Business	3
Speech Communications		3	Elective*	Business Elective	3
Core Requirements Credit Hours		42	Elective*	Business Elective	3
ACG2001	Principles of Accounting I	3	Elective*	Business Elective	3
GEB2112	Entrepreneurship	3	Elective*	Business Elective	3
MKA2042	Retailing	3			
CGS1060C	Computer and Internet Literacy	3			
MKA1511	Advertising	3			
Total Program Credit Hours					60

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Recommended Course Sequencing

First Year Term I

ENC1101	Composition I	3
GE Course	General Education Humanities	3
GE Course	General Education Mathematics	3
GEB1011	Introduction to Business	3
Total Term Credits Hours		12

First Year Term II

SPC1024	Introduction to Speech Communications or	3
SPC1608	Introduction to Public Speaking	
ECO2013	Principles of Macroeconomics	3
GE Course	General Education Science	3
MAR1011	Principles of Marketing	3
Total Term Credits Hours		12

First Year Term III

ACG2001	Principles of Accounting I	3
CGS1060C	Computer and Internet Literacy	3
MAN2021	Introduction to Management	3
MKA1930	Seminar I: Marketing in Perspective	3
Total Term Credits Hours		12

Second Year Term I

MKA2042	Retailing	3
MNA1161	Introduction to Customer Service	3
MKA1511	Advertising	3
MKA1021	Salesmanship	3
Total Term Credits Hours		12

Second Year Term II

GEB2112	Entrepreneurship	3
Elective*	Business Elective	3
Elective*	Business Elective	3
Elective*	Business Elective	3
Total Term Credits Hours		12
Total Program Credit Credits		60

Notes:

*Program electives – Student may have to take MAT1033 or STA1001 based on placement score. If the student must take MAT1033 or STA1001, the student will have to take two additional business electives from the list provided. If the student does not need MAT1033 or STA1001, the student must take three courses from the list provided. BUL2241, BUL2242, ECO2023, FIN1100, FIN2051, MAN2604, MAR2141, MKA2931, MNA1821C, QMB1001, GEB2949.

- Many courses have specific pre-requisite and co-requisite requirements that must be followed. Students are encouraged to consult the Course Information Table for a detailed list of all requisite requirements.

Students are strongly encouraged to meet with an advisor to create an educational plan.