

MARKETING MANAGEMENT
Marketing Management Associate in Science Major Code 2126

Program Description

The Associate in 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 enables students to transfer to senior institutions that offer a bachelor's degree in marketing.

Related Programs

Marketing Operations Technical Certificate Major Code 6240

Entrance Requirements

- HS Diploma or GED
- PERT‡

‡ The PERT test places students into preparatory level reading, writing and math courses designed to prepare them for college coursework. The PERT test may be replaced by other test or coursework: see the College catalog for more details. All preparatory courses must be completed in order to graduate.

General Education

ECO 2013	Principles of Economics I	3
*ENC 1101	Composition I	3
Elective	Humanities/Fine Arts	3
SPC 1024	Introduction to Speech Communications	3
HSC 1101C	Introduction to Healthful Living	1
**CGS 1060C	Computer and Internet Literacy	3
①Elective	Mathematics or Science	3
Total Semester Hours		19

Specialized Courses

ACG 2001	Principles of Accounting I	3
MKA 1930	Seminar I: Marketing in Perspective	3
MKA 2931	Seminar II: Research in Marketing	3
OST 2335	Communications in the Workforce	3
MKA 2932	Seminar III: Marketing Management	3
MAR 2141	International Marketing	3
MNA 1161	Introduction to Customer Service	3
MKA 2042	Retailing	3
MKA 1511	Advertising	3
	Business Elective	3
	Business Elective	3
MAR 1011	Principles of Marketing	3
MKA 1021	Salesmanship	3
	Business Elective	3
	Business Elective	3
Total Semester Hours		45
Total Program Semester Hours		64

Business Electives are satisfied by taking four (4) of the following courses: GEB2112, MNA 1821C, MTB1103, BUL2241, MAN2604, FIN2051, MAN2021, or MKA2949.

Students who test into college preparatory courses must successfully complete all required college preparatory courses to qualify for graduation.

**CGS1060C must be completed within the first 15 hours of Broward College coursework.

*Requires a pre-requisite or proper score on placement test. See course description online at www.broward.edu.

①Must be college-level, transferable mathematics or science elective.

It is strongly recommended that students see an academic advisor or counselor every term.