

## 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.

#### **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
<sup>(1)</sup> Elective	Mathematics or Science	3
<b>Total Semester Hours</b>		<b>19</b>

#### **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
<b>Total Semester Hours</b>		<b>45</b>
<b>Total Program Semester Hours</b>		<b>64</b>

**Business Electives are satisfied by taking four (4) of the following courses: GEB2112, MNA 1821C, MTB1103, BUL2241, MAN2604, FIN2051, MAN2021, MNA1134, 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 in this catalog or online at [www.broward.edu](http://www.broward.edu).

<sup>(1)</sup>Must be college-level, transferable mathematics or science elective.

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