



## Associate of Science in Marketing Management - 2126

**Career Pathway:** [Business](#)

**Location(s):** [Courses for this program are offered at all BC locations.](#)

**Program Entrance Requirements:** HS Diploma or GED

**Program Description:** The Associate of Science degree in Marketing Management, 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. Visit the program's [website](#) for more information.

### Build Your Education



### Recommended Course Sequence

Full Time	Part Time	Course ID	Description	Credits	TC
Term 1	Term 1	ENC1101	Composition I	3	TC1
		CGS1060C	Computer and Internet Literacy	3	
	Term 2	GEB1011	Introduction to Business	3	
		MAR1011	Principles of Marketing	3	
Term 2	Term 3	ACG2001	Principles of Accounting I	3	
		GEB2112	Entrepreneurship	3	
	Term 4	GE Course	General Education Mathematics	3	
		Elective*	Elective Course	3	
Term 3	Term 5	SPC1024 or	Introduction to Speech Communications or	3	
		SPC1608	Introduction to Public Speaking	3	
		MNA1161	Introduction to Customer Service	3	
Term 4	Term 6	ECO2013	Principles of Macroeconomics	3	
		MKA2042	Retailing	3	
	Term 7	MKA1511	Advertising	3	
		MKA1930	Seminar I: Marketing in Perspective	3	
Term 5	Term 8	MKA1021	Salesmanship	3	
		MAN2021	Introduction to Management	3	
	Term 9	Elective*	Elective Course	3	
		GE Course	General Education Humanities	3	
Term 6	Term 10	GE Course	General Education Science	3	
		Elective*	Elective Course	3	
<b>Total Program Credit Hours</b>				<b>60</b>	TC2

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, MKA2932, MNA1821C, QMB1001, or GEB2949.

Students are strongly encouraged to meet with an [advisor](#) to create an educational plan

**CHOOSE YOUR COURSES**

## Program Highlights

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**Credit for Prior Learning:** Accelerate your path to completion with these options:

- Credit by exam
  - Earned Industry certifications
  - Prior Learning Assessment
  - And much more...
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**Related Industry Certifications:** Upon completing this program, graduates will be eligible to sit for the following industry certifications/licenses: N/A

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**Get an Internship:** After completing your first year of coursework make sure to visit the Career Center for internship opportunities that help you take your career to the next level!

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**Median Wage and Job Growth Outlook:** Broward College has [Career Coach!](#) It is designed to help you find a good career by providing the most current local data on wages, employment, job postings, and associated education and training.

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**Fund Your Education:**  
This Program is [Financial Aid](#) eligible. [Scholarships](#) may be available.

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Get Started Today!

START APPLICATION

