



## 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	TC1	TC2
Term 1	Term 1	ENC1101	Composition 1	3		
		CGS1060C	Computer and Internet Literacy	3		
	Term 2	GEB1011	Introduction to Business	3		X
ACG2001 or APA1111C		Principles of Accounting I or Introduction to Accounting	3	X		
Term 2	Term 3	SPC1024 or SPC1608	Introduction to Speech Communications or Introduction to Public Speaking	3		X
		MAR1011	Principles of Marketing	3	X	X
		GEB2112	Entrepreneurship	3	X	X
	Term 4	Elective*	Elective Course (recommended for TC1- GEB2949; TC2- MAR2141)	3	<b>TC1</b>	X
Term 3	Term 5	GE Course	General Education Math	3		
		MNA1161	Intro to Customer Service	3		X or
Term 4	Term 6	ECO2013	Principles of Macroeconomics	3		
		MKA2042	Retailing	3		X or
	Term 7	OST 2852C	Data Base Management	3		
		MKA1930	Seminar I: Marketing in Perspective	3		X
Term 5	Term 8	MKA1021	Salesmanship	3		X
		MAN2021	Introduction to Management	3		
	Term 9	MKA 1511	Advertising	3		X
Term 6	Term 10	GE Course	General Education Humanities	3		
		GE Course	General Education Science	3		
		Elective*	Elective Course (recommended for TC2- MNA1821C)	3		<b>TC2</b>
<b>Total Program Credit Hours</b>				<b>60</b>	<b>12</b>	<b>30</b>

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 two courses from the list provided: BUL2241, BUL2242, ECO2023, FIN1100, FIN2051, MAN2604, MAR2141, MKA2931, MKA2932, MNA1821C, QMB1001, or GEB2949.

This is only a **recommended** course sequence. Students are strongly encouraged to meet with an [advisor](#) to create a personalized 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 Career Ready:** 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! Also, explore hundreds of career videos and career profiles through Virtual Job Shadow.

[Get an Internship](#)    [Virtual Job Shadow Tool](#)

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**Median Wage and Job Growth Outlook:** Broward College has [Career Coach](#) & the [Career Ladders](#). These tools are 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. Learn how to climb your career ladder!

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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

