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

Entrepreneurship (TC 1) 6311 → Marketing Operations (TC 2) 6240 → Marketing Management AS 2126 → Bachelor of Applied Science

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		X
	Term 2	GEB2011	Introduction to Business	3		
		ACG2001 or	Principles of Accounting I OR		X	
		APA1111C	Introduction to Accounting	3		
Term 2	Term 3	SPC1024 or	Introduction to Speech Communications or			X
		SPC1608	Introduction to Public Speaking	3		
		MAR1011	Intro. to Marketing in the 21st Century	3	X	X
		GEB2112	Entrepreneurship	3	X	X
	Term 4	Elective***	Elective Course (Recommended: TC1- GEB2949; TC2- MAR2141)	3	TC1	X
Term 3	Term 5	MGF1107	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	OST2835C	Data Base Management for the Office	3		X
		MKA1930	Seminar I: Marketing in Perspective	3		X
Term 5	Term 8	MKA1021	Salesmanship	3		
		MAN2021	Introduction to Management	3		X
	Term 9	MKA1511	Advertising: Traditional and New Media	3		
		GE Course	General Education Humanities	3		
Term 6	Term 10	GE Course	General Education Science	3		
		Elective***	Elective Course (Recommended: TC2- MNA1821C)	3		TC2
Total Program Credit Hours				60	12	30

Notes: Students who pass the Computer Competency Test and therefore do not need to take **CGS1060C*** are required to take an approved elective to earn the 3 credits required for the program.

**Recommended Gen. Ed. Math is MGF1107. Students may also select STA2023 or MAC1105.

***Program Electives – Students must select from the following approved courses: BUL2241, BUL2242, ECO2023, FIN2100, FIN2051, GEB2949, MAN2604, MAR2141, MAR 2644C, MAT1033, MKA2701C, MKA2931, MKA2932, MNA1821C, QMB1001, QMB2302C or STA1001.

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
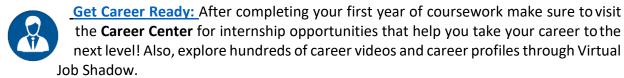
Program Highlights

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

- Credit by exam
- Earned Industry certifications
- Prior Learning Assessment
- And much more…

Related Industry Certifications: Upon completing this program, graduates will be eligible to sit for the following industry certifications/licenses: N/A

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

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!

Fund Your Education:
This Program is Financial Aid eligible. Scholarships may be available.

Get Started Today!

START APPLICATION