

# BUSINESS ADMINISTRATION: BUSINESS MARKETING (A.A.)

## ASSOCIATE OF ART

The Business Administration: Business Marketing A.A. Degree provides students with credentials that are the key to individual self-efficacy and a meaningful career. Mastery of this curriculum will help students lay the groundwork for managerial competence in the global marketplace. Marketing education also helps students understand basic management functions, their interrelationships, and the organization's competitive niche. There are numerous career opportunities that exist in the Business Field including Industry, Government, and Self-Employment.

## Program Student Learning Outcomes

- Students demonstrate effective communication through professional written and oral presentations of marketing materials.
- Students create a marketing plan.
- Students gather and interpret demographic and market data.
- Students identify advertising and marketing trends.
- Students utilize current and emerging technologies for management decision-making.

## Program Requirements

Code Number	Course Title	Units
<b>Business Core Courses</b>		
BA 100	Fundamentals of Business	3.0
BA 132	Computer Applications for Managers	3.0
BA 156	Motivational Presentation Skills for Managers	3.0
or BCOT 148	Effective Business Presentations	
or COMM 100	Introduction to Communications Studies	
or COMM 130	Public Speaking	
BA 157	Principles of Public Relations	3.0
or JAMS 157	Principles of Public Relations	
<b>Degree Specific Courses</b>		<b>12.0</b>
BA 101	International Business (3)	
or BA 155	Introduction to Global Logistics	
BA 110	Advertising (3)	
BA 114	Marketing (3)	
BA 121	Sales (3)	
<b>Total Units</b>		<b>24</b>

## Requirements for an Associate of Arts Degree in Business Administration: Business Marketing

Plan A, Plan B, and Plan C: Complete 60 units to include

1. the Business Core courses (12 units) and Degree Specific courses (12 units) listed above with a grade of "C" or higher or "Pass."
2. Complete the A.A. Degree General Education requirements for Plan A, or Plan B, or Plan C located in the College catalog.

Notes:

*Although many of these courses are transferable, this A.A. Degree is nontransferable. Please see a Business Counselor or the respective department chairperson for additional alternatives.*