

# BUSINESS: MARKETING CONCENTRATION - ASSOCIATE IN ARTS

Plan Code: 1153

This program consists of the prescribed GE requirements, as well as the following general business and marketing courses. Students earning this Associate Degree may be prepared to 1) transfer to a baccalaureate-degree granting institution in the field of their concentration and/ or 2) enter into the workforce at an entry-level position relating to their field of emphasis.

## Program Student Learning Outcomes

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Demonstrate a strong understanding of the language and theories of the marketing functions within an organization.
- Identify the role that ethics, social responsibility, and diversity play in developing and implementing marketing objectives.

## Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
MKTG 40	Salesmanship	3
MKTG 41	Marketing Communications	3
MKTG 47	Essentials of Marketing	3
<b>Subtotal Units</b>		<b>21-23</b>
IN ADDITION, complete SIX (6) units from the following:		
ECON 2/2H	Micro Economic Analysis (3)	
LAW 19	Legal Environment of Business (3)	
<b>Subtotal Units</b>		<b>6</b>
<b>Required Subtotal</b>		<b>27-29</b>
Complete one of the following: <sup>1</sup>		19-39
LBCC General Education (Plan A) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/</a> )		
CSU GE Breadth (Plan B) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/</a> )		
IGETC Pattern (Plan C) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/</a> )		

Electives (as needed to reach 60 degree-applicable units) <sup>2</sup>

**Minimum Degree Total** **60**

<sup>1</sup> Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

<sup>2</sup> Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.