Contemporary Marketing AA Degree

Core Classes Offered
Fall , Spring & Summer Semesters

- MKTG 113 Principles of Marketing — 3 units – 16 weeks
- BUS 222 Business Writing — 3 units – 16 weeks
- BUS 100 Fundamentals of Business — 3 units – 16 weeks
- OR
- ENTR 100 Introduction to Innovation & Entrepreneurship — 3 units – 16 weeks

Advertising & Distribution
Fall Semester
On Line

- MKTG 125 Advertising & Promotion — 2 units – 8 weeks
- MKTG 126 Distributing Products & Services — 2 units – 8 weeks

21st Century Marketing
Fall Semester
Thursday 6:00 – 10:00 pm

- MKTG 123 Marketing & Technology — 1 unit – 4 weeks
- MKTG 124 Cause Marketing & Public Relations — 1 unit – 4 weeks
- ENTR 105 Social Media & Bootstrap Marketing — 2 units – 8 weeks

Sales Sequence
Spring Semester
On Line

- MKTG 120 Understanding Consumer Behavior — 1 unit – 4 weeks
- MKTG 121 Negotiating — 1 unit – 4 weeks
- MKTG 122 Sales Strategies — 2 units – 8 weeks

Int'l Marketing Track
Spring Semester
Thursday 06:00 – 10:00PM

- BUS 141 The Globalization of Marketing — 1 unit – 4 weeks
- BUS 142 International Market Research & Planning — 1 unit – 4 weeks
- BUS 143 Promoting Products and Services for Export — 1 unit – 4 weeks
- BUS 145 Channels of Distribution in Int'l Markets — 1 unit – 4 weeks

Elective

- Bus 125 International Business — 3 units – 16 weeks
- OR
- ENTR 107 Money, Finance & Accounting for Entrepreneurs — 2 units – 8 weeks
- OR
- ENTR 109 Powerful Presentations — 2 units – 8 weeks
- OR
- BUS 127 E-Commerce — 3 units – 16 weeks
- OR
- MKT 127 E-Commerce — 3 units – 16 weeks

Capstone Course
Summer Semester
Tuesday & Thursday
06:00 – 10:00PM

- ENTR 110 Capstone Business Simulation — 3 units – 16 weeks