MARKETING MANAGEMENT, ASSOCIATE OF SCIENCE

Program Code: 2126
Career Pathway: Business

Location(s): Courses for this program are offered at all BC locations. (https://www.broward.edu/about/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.

a. Entrepreneurship, Technical Certificate 6311
b. Marketing Operations, Technical Certificate 6240
c. Marketing Management, Associate of Science 2126
d. Bachelor of Applied Science

Course | Title | Credits | 6311 | 6240
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ENC1101 | COMPOSITION I | 3.00 | | |
CGS1060C | COMPUTER AND INTERNET LITERACY | 3.00 | | |
GEB1011 | INTRODUCTION TO BUSINESS | 3.00 | X | |
AGC2001 | PRINCIPLES OF ACCOUNTING I | 3.00 | X | |
or APA1111C | INTRODUCTION TO ACCOUNTING | | | |
GE Course | General Education Speech | 3.00 | | X |
MAR1011 | PRINCIPLES OF MARKETING FOR THE 21ST CENTURY | 3.00 | X | X |
GEB2112 | ENTREPRENEURSHIP | 3.00 | X | X |
Elective | Elective Course | 3.00 | | |
GE Course | General Education Math Core | 3.00 | | |
MNA1161 | INTRODUCTION TO CUSTOMER SERVICE | 3.00 | | |
ECO2013 | PRINCIPLES OF MACROECONOMICS | 3.00 | X | |
MKA2042 | RETAILING | 3.00 | | X |
OST2853C | SPREADSHEET MANAGEMENT | 3.00 | | |
MKA1930 | SEMINAR I: MARKETING IN PERSPECTIVE | 3.00 | X | X |
MKA1021 | SALESMAIHSHIP | 3.00 | | X |
MAN2021 | INTRODUCTION TO MANAGEMENT | 3.00 | | |
MKA1511 | ADVERTISING: TRADITIONAL AND NEW MEDIA | 3.00 | X | |
GE Course | General Education Humanities Core | 3.00 | | |
GE Course | General Education Science Core | 3.00 | | |
AMH2020 | HISTORY OF THE UNITED STATES SINCE 1877 | 3.00 | | |
or POS2041 | NATIONAL GOVERNMENT | | | |

Total Credits | 60 | 12 | 30

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1 Students must satisfy the Digital Literacy requirement by testing out, completing a Credit for Prior Learning portfolio, or passing CGS1060C COMPUTER AND INTERNET LITERACY. Students who test out are required to take an approved elective.

2 The recommended Gen. Ed. Math is MGF1107 SURVEY OF MATHEMATICS. However, any other approved General Education Math course may also be used to satisfy this program's Gen. Ed. Math requirement. Students who plan to take STA2023 STATISTICS must take the prerequisite MGF1106 FOUNDATIONS OF MATHEMATICAL REASONING as a "Business Elective" prior to taking STA2023 STATISTICS. Students who plan to take MAC1105 COLLEGE ALGEBRA may instead be advised to take MAC1105C COREQUISITE COLLEGE ALGEBRA, which is a 5-credit course. Students who take MAC1105C COREQUISITE COLLEGE ALGEBRA must take an approved Business Elective course to satisfy the 1-credit remaining to be taken in order to earn the 60 required program credits. It is recommended that you see an advisor to confirm your Math choice.
See Program Electives (p. 2) below.

### Program Electives

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUL2241</td>
<td>BUSINESS LAW I</td>
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<tr>
<td>BUL2242</td>
<td>BUSINESS LAW II</td>
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<td>ECO2023</td>
<td>PRINCIPLES OF MICROECONOMICS</td>
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<td>FIN2100</td>
<td>PERSONAL FINANCE</td>
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<td>FIN2051</td>
<td>FINANCE OF INTERNATIONAL TRADE</td>
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<td>GEB2522C</td>
<td>DATA VISUALIZATION FOR BUSINESS DECISIONS</td>
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<td>GEB2949</td>
<td>CO OP WORK EXPERIENCE</td>
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<td>MAN2604</td>
<td>INTERNATIONAL BUSINESS ENVIRONMENT</td>
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<td>MAR2141</td>
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<td>MAR2644C</td>
<td>DATA BASED MARKETING</td>
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<td>MAC1105C</td>
<td>COREQUISITE COLLEGE ALGEBRA</td>
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<td>MKA2931</td>
<td>SEMINAR II: RESEARCH IN MARKETING</td>
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<td>MKA2932</td>
<td>SEMINAR III: MARKETING MANAGEMENT</td>
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<td>QMB1001</td>
<td>BUSINESS MATHEMATICS</td>
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<tr>
<td>QMB2100</td>
<td>QUANTITATIVE METHODS IN BUSINESS</td>
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<td>ISM2200C</td>
<td>APPLIED BUSINESS ANALYTICS</td>
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<td>MAC2233</td>
<td>CALCULUS FOR BUSINESS, SOCIAL AND LIFE SCIENCES</td>
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<td>OST1330</td>
<td>BUSINESS ENGLISH</td>
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<td>GEB2430</td>
<td>BUSINESS ETHICS</td>
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**Notes:**

See General Education course information here (https://catalog.broward.edu/programs-study/aa-general-education-graduation-requirements/).

In accordance with Florida Statute and Florida Administrative Code, students may need to satisfy the Civic Literacy Graduation Requirement. Visit the Civic Literacy Graduation Requirement page at broward.edu/civic-literacy (https://students.broward.edu/resources/civic-literacy/).

Students are strongly encouraged to meet with an advisor (https://students.broward.edu/resources/advising/) to create a personalized educational plan.

### 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 an Internship

After completing your first year of coursework make sure to visit Career Services (https://broward.edu/career/) for internship opportunities and helpful tools like virtual job shadow, to help take your career to the next level!

- Get an Internship (http://broward.edu/studentresources/career/Pages/Find-a-job-or-internship.aspx)
- Virtual Job Shadow Tool (http://www.broward.edu/studentresources/career/Pages/default.aspx)

### Median Wage and Job Growth Outlook

Broward College has Career Coach! (https://www.broward.edu/careercoach/) It is 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.
**Fund Your Education**
This program is Financial Aid (https://www.broward.edu/admissions/financial-aid/) eligible. Scholarships (https://www.broward.edu/admissions/financial-aid/scholarships/) may be available. This program is part of the Career Source Broward ITA List (http://careersourcebroward.com/)

**Program Learning Outcomes**
Graduates from this program will:

- Design/create a promotion/marketing plan, evaluate a variety of marketing strategies, and analyze marketing information needed for effective decision making.
- Demonstrate proficiency with analyzing marketing research data for the purpose of evaluating the effectiveness of an existing Integrated Marketing plan.
- Demonstrate proficiency with analyzing a company insofar as understanding the target market, demographics, and psychographics.
- Demonstrate the various ways to generate sales using different communication modes.