



Program of Study: Marketing

Associate of Arts/ Science Degree	M	E	T	I	P	N	E	E	D
<b>2. AMERICAN INSTITUTIONS/STATE &amp; LOCAL GOVERNMENT : (3 units)</b>									
Political Science 101**, 105 and 106; Social Science 132. <small>(**Students who completed POL S 101 before Spring 2014 must also complete POL S 106).</small>									
<b>3. U.S. HISTORY: (3units)</b>									
Economics 111, History 116; History 110, 111(CD), 117, 118; Social Science 131									
<b>4. MATHEMATICS</b>									
Mathematics 101, 120, 131 or 220AB (2 units)									
<b>5. HEALTH (3 units)</b>									
Health 104, 106; Psychology 111(CD)* or equivalent will satisfy this requirement.									
<b>6. PHYSICAL EDUCATION (2 units)</b>									
physical education activity classes and/or dance activity classes									
<b>7. FIRST AID (1 units)</b>									
Health 101, 102; Emergency Medical Technology 140									
<b>8. CULTURAL DIVERSITY (3 units)</b>									
Courses that satisfy this requirement have been marked by (CD) and appear throughout the graduation requirements. The requirement may be satisfied by completing any one of the graduation requirements with a course marked (CD) or by completing Child Development 156.									
<b>9. General Education: 18 units; 1 course from each areas</b>									
<b>A. Natural Science (3 units)</b>									
<b>B. Social Sciences (3 units)</b>									
<b>C. Humanities:</b>									
1. Interdisciplinary Humanities (3 units)									
2. Arts, Foreign Language, Literature, & Philosophy (3 units)									
<b>D. Lang &amp; Reality:</b>									
1.English Composition (3 units)									
2.Communication & Analytical Thinking (3 units)									
<b>TOTAL UNITS 35-37</b>									

PREREQUISITE COURSES	CERTIFICATE (Requirements)	U	N	I	T	S	M	E	T	I	P	N	E	E	D	Transfer Credit	
	ACCTG 101: Financial Accounting	5														CSU, UC, USC	
	Or	or															
	ACCTG 110: Basic Accounting I	4															
	BUSAD 101: Introduction to Business	3														CSU, UC, USC	
CABOT 105 or eligibility for ENGL 101	BUSAD 106: Written Business Communications	3															
or	or	Or															
CABOT 102	CABOT 105:Introduction to Office Correspondence	3															
	BUSAD 162: Principles of Marketing	3														CSU	
	BUSAD 164: Retail Store Management	3															
	BUSAD 166: Advertising	3														CSU	
CABOT 200 & 208 or equivalent (may be taken concurrently)	CS/IS 100: Computer Concepts	3														CSU	
	Or	or														or	
	CS/IS 101: Introduction to Computer & Information Systems	5														CSU,UC, USC	
	Or	or														Or	
	CABOT 260: Beginning Microsoft Office	4														CSU	
<b>Select 1 course from the following</b>																	
	BUSAD 136: Money Management	3															CSU
	BSUAD 152: Management Communications	3															
	CS/IS 186	3															
(Recommended preparation) CABOT 200 & 208 or equivalent (may be taken concurrently)	CABOT 280: Microsoft PowerPoint I	3															
<b>TOTAL UNITS REQUIRED 25-28</b>																	

Student / Faculty Notes:

\*\*\*Courses with an asterisk may be counted in one area only.  
 \*\*\*Students who complete POL S 101 prior to spring 2014 must also complete POL S 106

Online Resources



[www.salarysurfer.cccco.edu](http://www.salarysurfer.cccco.edu)



[www.CaCareerZone.org](http://www.CaCareerZone.org)



1500 North Verdugo Road, Glendale, CA 91208 [Academic Counseling](#) (818) 240-1000 Ext. 5918 [Career Center](#) (818) 240-1000 Ext. 5407 or 5408  
 SEE A COUNSELOR TO PREPARE A STUDENT EDUCATIONAL PLAN



# Marketing, Sales and Service

Thanks to improved transportation, better communication and the spread of the internet, companies can now sell anything to anyone, anywhere in the world—and they'll need skilled salespeople and marketers to get the job done.

Think you're one of those people? Then you should think about following the Marketing, Sales and Service career pathway.

Take any one of the four branches of this pathway—E-commerce, Entrepreneurship, International Trade or Professional Sales and Marketing—and you'll learn much more than the basics.



You'll learn technology. You'll learn ethics and social responsibility. You'll learn communication, marketing and promotion skills. And you'll learn how to apply those skills on the job...or use them to further your education.

Marketing, Sales and Service is a career pathway that can open the world to you.

## Technical Level Careers

(with AA or AS degree or certificate)

Account Supervisor

Copywriter-Designer

E-Commerce Entrepreneur

E-Commerce Marketing

Bill and Account Collectors

Credit Authorizers

Statistical Assistants

Travel Agents

Retail/Wholesale Buyer

## Professional Level Careers

(with BS or BA degree)

Brand Manager

E-Commerce Director

Interactive Sales Engineer

Sales Agent, Financial Services

Economist

International Trade Specialist

Marketing Research Analyst

Wholesales Distribution

Manager

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