MARKETING (AAS)

Academic Plans, known as programs, include a overview description and a summary of program requirements. You can search the online catalog via the the Academic Plan links on the right for a desired program or a specific course information.

The Marketing Associate of Applied Science degree provides a pervasive and critical link between the producers of products and the consumers of those products. Marketing professionals research, design, price, promote, and place goods and services that meet the needs of target customer groups. With the foundation in basic business skills that this program provides, the student is prepared for an entry-level career in varied and interesting manufacturing, distribution, advertising, public relations, selling, and retail fields.

Students must complete all specifically listed courses in Major Area Requirements with a minimum grade of “C” or better in order to successfully complete the program and earn the award. Consult with a business academic advisor for recommended course, program planning.

Completion of Certificate of Proficiency in Marketing, Small Business Management, Accounting Clerk or Supervisory Management accounts for 56-60 of necessary credits.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits/Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 029</td>
<td>BASIC ACCOUNTING PROCEDURES</td>
<td>3</td>
</tr>
<tr>
<td>BUS 105</td>
<td>INTRODUCTION TO INTERNATIONAL BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>BUS 117</td>
<td>ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>BUS 201</td>
<td>BUSINESS LAW</td>
<td>5</td>
</tr>
<tr>
<td>BUS 251</td>
<td>PROFESSIONAL SELLING</td>
<td>3</td>
</tr>
<tr>
<td>BUS 260</td>
<td>PRINCIPLES OF MARKETING</td>
<td>5</td>
</tr>
</tbody>
</table>

Select a minimum of 3-14 additional credits/units from the following 3-14 areas:

- Accounting (ACCT) [https://catalog.clark.edu/course-descriptions/acct]
- Business Administration (BUS) [https://catalog.clark.edu/course-descriptions/bus]
- Economics (ECON) [https://catalog.clark.edu/course-descriptions/econ]
- Supervisory Management (MGMT) [https://catalog.clark.edu/course-descriptions/mgmt]
- Computer Applications (BTEC) [https://catalog.clark.edu/course-descriptions/btec] ¹

General Electives
Complete as many General Elective (GE) courses as needed to reach the total of 90 credits/units required by the degree

Total Credits/Units 90-93

¹ Six credit/unit maximum.

Program Outcomes
Program outcomes are overarching skills that are emphasized and reinforced throughout several courses in a specific program; they are measurable statements that define what students should know or be able to do by the end of a certificate or degree at Clark College. After successful completion of this program, students will be able to:

- Demonstrate and clearly explain an effective strategy to solve a quantitative problem. (GE)
- Articulate well-considered ideas and written claims to an academic audience, using effective rhetorical techniques, properly credited evidence, and a command of Standard English. (GE)
- Demonstrate progress toward healthier behaviors. (GE)
- Demonstrate interpersonal/human relations skills. (GE)
- Interpret the human experience, within appropriate global and historical contexts, through evaluation, analysis, creation, or performance. (GE)
- Evaluate, analyze, and explain events, behaviors, and institutions using perspectives and methods in the Social Sciences. (GE)
- Apply a method of scientific inquiry, valid to the natural sciences, to evaluate claims about the natural world. (GE)
- Analyze a target market and develop product, pricing, promotion, and distribution strategies to meet customers’ needs at a profit. (GE)
- Establish market strategies on the international level.
- Use micro- and macroeconomic concepts to analyze domestic and global business situations.
- Accurately maintain payroll register as required under federal and state laws.
- Create an effective business advertisement to meet the needs of specific target market(s).