



Associate of Science in Marketing Management - 2126

CAREER PATHWAY: BUSINESS

Location(s): [Courses for this program are offered at all BC 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. Visit the program's [website](#) for more information.

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RECOMMENDED COURSE SEQUENCE

Full Time	Part Time	Course ID	Description	Credits	TC1	TC2
	Term 1	ENC1101	Composition 1	3		
		CGS1060C*	Computer and Internet Literacy	3		
Term 1		GEB1011	Introduction to Business	3		X
	Term 2	ACG2001 <u>OR</u> APA1111C	Principles of Accounting I <u>OR</u> Introduction to Accounting	3	X	
		GE Course	General Education Speech	3		X
Term 2	Term 3	MAR1011	Intro. to Marketing in the 21st Century	3	X	X
		GEB2112	Entrepreneurship	3	X	X
	Term 4	Elective***	Elective Course (Recommended: TC1- GEB2949; TC2- MAR2141)	3		X
Term 3	Term 5	GE Course	General Education Math**	3		
		MNA1161	Intro to Customer Service	3		X OR
	Term 6	ECO2013	Principles of Macroeconomics	3		
Term 4		MKA2042	Retailing	3		X
	Term 7	OST2835C	Data Base Management for the Office	3		
		MKA1930	Seminar I: Marketing in Perspective	3		X
	Term 8	MKA1021	Salesmanship	3		X
Term 5		MAN2021	Introduction to Management	3		
	Term 9	MKA1511	Advertising: Traditional and New Media	3		X
		GE Course	General Education Humanities	3		
Term 6	Term 10	GE Course	General Education Science	3		
		Elective***	Elective Course	3		
Total Program Credit Hours				60	12	30

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**NOTES:**

The Digital Literacy requirement must be met by successfully passing CGS1060C, testing out, or completing a Credit for Prior Learning portfolio. Students that test out are required to take an approved elective to earn the 3 credits.

** The recommended Gen. Ed. Math is MGF1107. 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 must take the prerequisite MGF 1106 as a "Business Elective" prior to taking STA2023. Students who plan to take MAC1105 may instead be advised to take MAC1105C, which is a 5-credit course. Students who take MAC1105C 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.

*** Program Electives – Students must select from the following approved courses: BUL2241, BUL2242, ECO2023, FIN2100, FIN2051, GEB2949, MAN2604, MAR2141, MAR2644C, MAC1105C, MKA2701C, MKA2931, MKA2932, QMB1001, QMB2100, ISM2200C, MAC2233, OST1330, GEB2430.

This is only a recommended course sequence. Students are strongly encouraged to meet with an [advisor](#) to create a personalized educational plan.

CHOOSE YOUR COURSES

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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 the Career Center for internship opportunities that help you take your career to the next level!

[Get an Internship](#) [Virtual Job Shadow Tool](#)



MEDIAN WAGE AND JOB GROWTH OUTLOOK

Broward College has **Career Coach!** 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](#) eligible. [Scholarships](#) may be available. This program is part of the [Career Source Broward ITA List](#)

GET STARTED TODAY!

[START APPLICATION](#)



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