

## Department Requirements (Total Department Units: 24)

2011-12 Course No.	Previous Course No.	Title <small>applies to SBCC GE areas</small>	Units	Institution & Course No.	Grade	Units (s/q)	Term
• MKT 101	.....(1).....	Introduction to Marketing	3.0	_____	_____	_____	_____
• MKT 203	.....(3).....	Marketing Communications	3.0	_____	_____	_____	_____
• MKT 205	.....(5).....	Consumer Selling Strategies	3.0	_____	_____	_____	_____
• MKT 215	.....(none).....	Gender Issues in Marketing	3.0	_____	_____	_____	_____
• MKT 220	.....(BUSAD 220/MAT 220) ...	Introduction to Electronic Commerce <b>OR</b>	3.0	_____	_____	_____	_____
• CIS 220	.....(none).....	Introduction to Electronic Commerce	3.0	_____	_____	_____	_____

Plus select 9 units of electives from the following:

• IBUS 102	.....(BUS/BUSAD 102).....	Introduction to International Business	3.0	_____	_____	_____	_____
• COMP 101	.....(COMAP 101/CIS 109/OIS 142) ....	Introduction to Computer Applications	4.0	_____	_____	_____	_____
• COMP 111	.....(COMAP 111).....	Microsoft Access	4.0	_____	_____	_____	_____
• FP 276	.....(FILMPRO 276).....	Production II: Commercial Applications	3.0	_____	_____	_____	_____
• GDP 114	.....(none).....	Graphic Design I	3.0	_____	_____	_____	_____
• MAT 131	.....(111/143ABC).....	Digital Imaging I	3.0	_____	_____	_____	_____
• MAT 153	.....(122).....	Web Design I	3.0	_____	_____	_____	_____
• MKT 120	.....(none).....	Relationship Selling	3.0	_____	_____	_____	_____
• MKT 125	.....(none).....	Principles of Customer Service	3.0	_____	_____	_____	_____
• MKT 209	.....(9).....	International Marketing	3.0	_____	_____	_____	_____

**Associate Degree Graduation Requirements:** (1) Complete all department requirements with a “C” or better in each course. Candidates for an Associate Degree are also required to complete at least 20% of the department requirements through SBCC. Pass/No Pass grading is not permitted in those courses needed to fulfill department requirements; (2) Complete at least 18 units of General Education Requirements ([Areas A-D](#) of the SBCC General Education pattern); (3) Complete the SBCC Institutional Requirements ([Area E](#)); (4) Complete the Information Competency Requirement ([Area F](#)); (5) Complete a total of 60 degree-applicable units (SBCC courses numbered 100 and higher); (6) Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC; (7) Maintain a cumulative GPA of 2.0 or better in all college units attempted; and (8) Candidates for an Associate Degree are required to complete 15 units through SBCC.

### Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599. Check your degree progress with DARS U-Achieve at [www.sbcc.edu/DARS](http://www.sbcc.edu/DARS).

**SBCC AA/AS Degree Graduation Requirements (Must complete I, II, III and IV below)**

I. General Education, Institutional & Information Competency (Institution & Course Number)	Grade	Units (s/q)	Term
<b>A-D. General Education Requirements**</b>			
A. Natural Sciences with Lab			
B. Social and Behavioral Science			
C. Humanities			
D. Language and Rationality			
D-1. English Composition			
D-2. Communication and Analytical Thinking			
<b>E. SBCC Institutional Requirements**</b>			
E-1. Mathematics			
<i>Plus complete three out of the four areas listed below (E-2 through E-5)</i>			
E-2. American Institutions			
E-3. Physical Education/Health Education			
E-4. Oral Communication			
E-5. Multicultural/Gender Studies			
<b>F. Information Competency Requirement**</b>			

\*\*For specific course, unit, grade and other graduation requirements see the General Education, Institutional and Information Competency Requirements handout available in the Counseling department or visit <http://www.sbccc.edu/apply/files/gereq.pdf>

**II. Unit and Grade Point Average Requirements:** Refer to Graduation Requirements on the other side of this document.

	<i>Total Semester Units Attempted</i>	<i>Total Semester Units Completed</i>	<i>Grade Points</i>	<i>GPA</i>
SBCC				
Transfer				
Total				

**III. Residency Requirements:** 1) 15 units completed through SBCC?  Yes  No  
 2) 20% of Department Requirements completed through SBCC?  Yes  No

**IV. Department Requirements:** Refer to the other side of this document for a list of required courses. Were all department requirements completed with a "C" or higher in each course?  Yes  No

Waivers/Substitutions: \_\_\_\_\_

Counselor Comments: \_\_\_\_\_

Student's Name: \_\_\_\_\_ Student ID: K\_\_\_\_\_

Counselor's Name: \_\_\_\_\_ Code: \_\_\_\_\_ Date: \_\_\_\_\_



Santa Barbara City College

# Marketing

## 2011-12

### Associate in Arts Degree in Marketing

The Marketing Program at Santa Barbara City College emphasizes the concepts of planning and developing products and services. In addition, the student will acquire critical information involving packaging, distribution, pricing, advertising, personal selling and computer graphics applications in the creation of successful marketing strategies. This program may also prepare a student for transfer to a four-year institution.

### Careers in Marketing

This multi-faceted program will prepare the graduate for entry-level positions in such diverse fields as retailing, advertising, merchandising, and customer service.

***SBCC: Your Open Door to Educational Excellence***