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Students planning to **transfer** to a four-year college or university should refer to the ASSIST web site at [www.assist.org](http://www.assist.org) and **consult a counselor** before beginning a program of study. To meet with a counselor call 562-938-4561 for the LAC, or (562) 938-3920 for PCC. Students may also wish to visit the Transfer Center on either campus.

### Program of study leading to: Associate in Arts (A.A.) Degree

<u>REQUIRED COURSES (in the recommended sequence:</u>		UNITS	In Progress	Completed Grade
MKTG 47	Essentials of Marketing	3		
MKTG 41	Marketing Communications	3		
MKTG 40	Salesmanship	3		
IBUS 75	Introduction to Logistics	3		
<b>Subtotal Units</b>		<b>12</b>		
<u>IN ADDITION, complete TWO (2) COURSES from the following:</u>		UNITS		
GBUS 5	Introduction to Business	3		
LAW 18A	Business Law	3		
IBUS 52	Introduction to Supply Chain Management	3		
IBUS 55	Intro to Transportation Management	3		
<b>Subtotal Units</b>		<b>6</b>		
<b>TOTAL UNITS</b>		<b>18</b>		

See **RECOMMENDED** courses on page 2.

For graduation with an **Associate in Arts (A.A.) Degree with a major in Marketing:**

- Units:** Complete a minimum of 60 units, distributed as follows:
 

<b>Marketing Major:</b>	18	units
<b>General Education/A.A.</b>	25	units
<b><u>Electives/Other courses:</u></b>	17	units
<b>TOTAL:</b>	60	units
- Scholarship:** Maintain an **overall grade point average (GPA) of 2.0** ("C" average) based on all accredited college work applied to the degree, no matter where completed. For this **field of concentration, complete each course above** with a **grade of "C" or better**, or "P" if course is graded on a P/NP basis, and minimum gpa in the concentration of 2.5.
- Residence for the Degree:** Complete at least 30 units of the required 60 in residence at LBCC, or complete in residence at LBCC at least 20 units within the last 30 units of work applied to the degree.
- Residence for the Field of Concentration:** Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 9 units** of the required 18 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
- General Education and Proficiency Requirements:** Complete the required A.A./A.S. General Education and Proficiency requirements\*, otherwise known as "Plan A". For Plan A requirements, refer to the general catalog or view it online at <http://osca.lbcc.edu>.

**Associate Degree requirements continue on the following page:**

**Associate Degree requirements continued from the previous page:**

- Complete and submit the degree application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/> . Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

\*The requirements for general education/proficiency and the field of concentration (major) need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout. See the catalog for definition of "continuous enrollment".

Unless otherwise noted, "double-counting" is not allowed. That is, one course may not be used to fulfill both a field of concentration requirement and to fulfill a general education requirement.

**Program of study leading to:  
Certificate of Achievement**

**REQUIRED COURSES**—Complete the 18 units of required courses as listed in the Associate Degree requirements box on the first page.

<u>REQUIRED COURSES</u>	TOTAL UNITS	18	In Progress	Completed

For graduation with a **Marketing Certificate of Achievement**:

- Complete each course above with a grade of "C" or better, or "P" if course is graded on a P/NP basis, and minimum gpa in the concentration of 2.5.
- Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 9 units** of the required 18 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
- Complete and submit the certificate application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/> . Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

For both the **Associate in Arts** and the **Certificate of Achievement**, the following courses are recommended, **BUT ARE NOT REQUIRED** to earn either.

**RECOMMENDED but not required courses:**

ACCTG 200A	Introduction to Accounting	3		
CAOTC 34	Introduction to Computers and Applications	3		
CAOTO 15	Business Communications	3		
CBIS 6A	Introduction to IT Concepts & Applications	3		
ECON 1A	Macro Economic Analysis	3		
ECON 1B	Micro Economic Analysis	3		
LAW 18B	Business Law	3		

**Career Opportunities**

The Certificate of Achievement and Associate Degree programs prepare students for a wide range of entry- and mid-level positions in marketing. Student can enhance their skills in strategic and tactical market planning by studying the internal and external forces that affect all organizations. Appropriate course selection will also facilitate transfer in a related major.

## Program Mission and Outcomes

The mission of the Marketing Program is to help students acquire the necessary knowledge and skills to begin, or enhance, a career in the area of marketing, or for transfer to an upper-division marketing program at a 4-year college or university.

Outcomes:

- Comprehend the primary elements of the language and theories of marketing, while recognizing the importance of ethics, social responsibility, and diversity as legitimate marketing objectives.
- Use creative and critical-thinking strategies in the solution of complex business situations through the application of learned marketing concepts.

### Legend

† This course has a prerequisite. Prerequisite courses must be complete with at least a “C” or “P” grade. Refer to the General Catalog (<http://www.lbcc.edu/cat/index.html>), the Schedule of Classes (<http://schedule.lbcc.edu/>), or the online Credit Course Outline (<http://wdb-asir.lbcc.edu/coursecurriculum/course/details/>) for specific prerequisite information.