



# Marketing

Associate in Applied Arts and Sciences (AAAS) or  
Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 245 & 2455

## Program Information:

**Length of Program:** 45-93 Credits  
**Completion Award:** A.A.A.S. Degree or  
Certificate of Proficiency  
**Enrollment:** Fall, Winter, Spring  
**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*  
**Website:** [www.shoreline.edu/busad/genbusad.aspx](http://www.shoreline.edu/busad/genbusad.aspx)

## Program Advisor:

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## Program Description:

The Associate in Applied Arts and Sciences degree and Certificate are designed to provide students with the knowledge and skills in the marketing field to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

## Marketing—What is it?

Business relies heavily on marketing to promote products and services. Marketers study cultural trends, consumer demands and buying habits. They assist with decisions on distribution channels, pricing strategies and product promotion to attract potential and satisfied customers. They also work to enhance the public image of businesses. The Marketing program provides a strong foundation of general business and marketing principles, including retailing, professional selling, advertising, e-business, event marketing and international business.

## Program Outcomes:

Students who successfully complete this program **-by achieving a GPA of 2.0 or better for the entire program-**should be able to:

1. Understand basic marketing principles, including market research, product development, product promotion, pricing strategies and customer satisfaction.
2. Develop, initiate and analyze sales programs, along with budget and expense reports.
3. Demonstrate professional sales skills—effectively interview clients and gauge consumer needs.
4. Apply advertising strategies to plan, select and produce effective advertising media.
5. Apply principles of retailing to include store management, merchandising and inventory control.
6. Understand business operations to include: buying, selling, marketing, personnel management and finance.
7. Communicate effectively with consumers, business managers and vendors.

## Career Opportunities—What can I do with a Degree or Certificate in Marketing?

Graduates of the Marketing program may find employment in broad spectrum of business environments and a variety of business positions, including Marketing Specialist, Advertising or Public Relations Specialist, Market Research Analyst, Account Executive, Copy Writer, Product Developer, Event Planner and Media Director. Entry level salaries generally range from \$42,600 to \$67,400.

**Potential employers include:** Business management companies, retail stores, advertising agencies, public relations firms, computer services, consulting firms and non-profit organizations. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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**Program Prerequisites:** Placement into ENGL& 101 English Composition OR BTWRT 215 Business Communications; and placement into MATH 070 Introduction to Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE – 93 Credits

GENERAL EDUCATION CORE REQUIREMENTS   18 Credits			
Course	QTR	GR	CR
BTWRT 215 Business Communications			5
BUS 103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning: BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS   75 Credits			
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 180 Project Management*	FALL		5
BUS& 201 Business Law			5
BUS 208 Sustainable Marketing*	SPR		5
BUS 215 Intro to International Business			5
BUS 220 Advertising & Sales Promotion*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 240 e-Business*	FALL		5
BUS 250 Human Resource Mgt *	SPR		5
BUS 260 Sports & Event Marketing *	SPR		5
ECON 100 Economic Principles			5

Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH& 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course†
BTWRT 215 Business Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

Recommended	QTR	GR	CR
BUSTC 105 Computer Applications			

† Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105, EDUC 117

CERTIFICATE OF PROFICIENCY – 45 Credits

GENERAL EDUCATION CORE REQUIREMENTS   10 Credits			
Course	QTR	GR	CR
Quantitative/Symbolic Reasoning: BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS   35 Credits			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 220 Advertising & Sales Promotion*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 250 Human Resource Mgt *	SPR		5
BUS 260 Sports & Event Marketing *	SPR		5

\* Course offered once per year, during the quarter listed.

**RECOMMENDATIONS:**

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<b>APPROVAL TO GRADUATE</b>	
Student Name & SID	Date
Faculty Advisory	Date
Division Dean	Date
Credential Approval	Date

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

**Sample Schedule for A.A.A.S. Degree**

1 <sup>st</sup> Year	2nd Year
<b>Fall Quarter</b>	<b>Fall Quarter</b>
BUS 104 Human Relations 5	ACCT& 201 Principles of Accounting I 5
BUS 120 Principles of Marketing 5	BUS 180 Project Management* 5
BUS 225 Professional Selling* 5	BUS 240 e-Business* 5
<b>Winter Quarter</b>	<b>Winter Quarter</b>
BUS 102 Business Mathematics 5	ACCT& 203 Prin of Accounting III 5
BUS& 101 Intro to Business 5	BUS& 201 Business Law 5
BUS 135 Retail Marketing* 5	BUS 215 Intro to International Business 5
<b>Spring Quarter</b>	<b>Spring Quarter</b>
BUS 250 Human Resource Mgt* 5	BUS 103 Multiculturalism in the Workplace 3
BUS 260 Sports & Event Marketing* 5	BUS 208 Sustainable Marketing* 5
BUS 220 Advertising & Sales Promotion* 5	BTWRT 215 Bus Communications 5
	ECON 100 Economic Principles 5
<i>*Course offered once per year, during the quarter listed.</i>	

**ADDITIONAL INFORMATION**

Shoreline Community College has an articulation agreement with Central Washington University (CWU) Students who complete the AAAS degree in Marketing can transfer their credits to CWU to complete a bachelor’s degree.