

Marketing Management Associates of Applied Science

What is it?

The marketing management program is designed to teach you the skills you need to market in today's digital world. Learn to drive a business forward with creative, analytical, and integrated marketing campaigns.

Career Opportunities

A degree in marketing management can land you a job in any of the following fields:

- Retailing
- Online Marketing
- Direct Sales
- Advertising
- Social Media Marketing
- Physical Distribution
- Logistics
- Purchasing
- Information Management
- Customer Service
- Public Relations

What do you do after SLCC?

With multiple degree options there are many paths to choose from after graduation. You can transfer to a 4 year college or move straight onto a career. The school of business also offers certificates to help begin your career or advance your current career with additional industry knowledge.

Marketing Management Required Classes

General Requirements

ENGL 1010 Intro to Writing
FIN 1380 Financial Math (Or approved QS course)
BUS 2200 Business Communication
MKTG 1010 Customer Service

Choose a qualifying course from 2 of the areas below

Biological Science (BS)
Fine Arts (FA)
Humanities (HU)
Interdisciplinary (ID)
Physical Science (PS)
Social Science (SS)

Required Courses

ACCT 2010 Survey Fin Accounting
BUS 1050 Foundations of Business
ECON 2010 Microeconomics
MGT 1020 Distribution Systems
MGT 2050 Legal Env. of Business
MKTG 1050 Consumerism
MKTG 1070 Advertising & Promotions
MKTG 1300 Bus Presentations
MKTG 1480 Sales
MKTG 1960 Professionalism in Bus
MKTG 2100 Marketing Research
MKTG 2400 International Marketing
MKTG 2350 Retail Management
MKTG 2500 Marketing Capstone
MKTG 2810 Digital Marketing

Elective Courses (Choose one)

MGT 2070 Human Resource Management
MGT 2600 International Trade and Business
MKTG 1900 DECA (2 credit hours)
MKTG 1910 Event Marketing
MKTG 2000 Marketing Co-Op
MKTG 2990 Current Topics

Minimum Credits = 67