



**Business, Law, and Information Technology
Career and Academic Pathways (CAPs)
Program Map: Associate in Arts Degree for Marketing**

Total number of units: 57 units

Top Code/Academic Plan: 0509.00

Updated on May 24, 2022

Fall Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	MGMT 013	Small Business Entrepreneurship	3	<p>MGMT 013 – Small Business Entrepreneurship – will give students a general overview of the process involved in planning and starting a business. Students will also be exposed to the topics of marketing, management, accounting, and financing involved in any business.</p> <p>This course can be applied to many other certificates and degrees. Note: There is no prerequisite for this course.</p> <p>This course has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under “Class Search Type” as “Zero Textbook Cost” or “Low-Cost Textbook Classes.”</p>	MGMT 013 is offered online throughout the year.
Program Course	MARKET 001	Principles of Selling	3	<p>MARKET 001: Principles of Selling focuses on person-to-person sales strategies and understanding buyers’ social styles, and recognizing multiple sales models.</p> <p>This course can be applied to many other certificates and degrees. Note: There is no prerequisite for this course.</p>	MARKET 001 is offered online throughout the year.
Program Course	FINANCE 008	Personal Finance and Investments	3	<p>FINANCE 008 is recommended for completion prior to FINANCE 002 (Investments). This course is offered every semester. This course will introduce you to the Finance, investments, insurance, budgeting, savings, and wealth building. Personal financial literacy is important regardless of your career or major.</p> <p>This course can be applied to many other certificates and degrees. Note: There is no prerequisite for this course.</p>	FINANCE 008 is offered online throughout the year.
GE course		GE Area D1: English Composition	3	<p>ENGLISH 101 is recommended as part of the IGETC requirement. It is highly recommended that you speak with an academic counselor in order to prepare you to meet your English requirements as soon as possible in your academic journey.</p> <p>ENGLISH 101 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under “Class Search Type” as “Zero Textbook Cost” or “Low-Cost Textbook Classes.”</p>	<p>These courses are offered regularly throughout the academic year.</p> <p>Check the ELAC schedule of classes for availability.</p> <p>ENGLISH 101 has sections that are part of the Honors Program. Check the current catalog for the section number(s). To apply for admission to the Honors Program, please visit the ELAC Counseling Center. For additional information about the Honors Program, please visit the ELAC Honors Program website or contact Dr. Bermudez at bermudn@elac.edu.</p>

Total Units 12

Winter Session	Course Code	Course	Units	Notes	Advising Notes
Program Course	BUS 001	Introduction to Business	3	BUS 001 is recommended. There is no prerequisite for this course. This course is both CSU & UC transferable. This course gives students a well-rounded background in all the different aspects of a business. It will cover marketing, management, accounting, law, computer systems, economics, and entrepreneurship. BUS 001 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."	The BUS 001 course is offered every semester, including winter and summer sessions. It is offered both online and on-campus. This course typically reached capacity quickly during the winter and summer sessions.

Total Units 3

Spring Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	CIS 101	Introduction to Computers and Their Uses	3	There is no prerequisite for this course. This course is both CSU & UC transferable. CIS 101 meets the GE Area D2 (Communication and Analytical Thinking) requirement. Speak to a counselor for details.	CIS 101 is regularly offered during the fall, spring, winter, and summer sessions.
Program Course	SUPV 001	Elements of Supervision	3	No prerequisite is required for this course. This course is a basic introductory course covering, in general terms, the total responsibilities of a supervisor in industry, such as organization, duties, and responsibilities, human relations, grievances, training, rating, promotion, quality-quantity control, management-employee relations, and related topics.	It is recommended that students take this course as soon as it meets their schedule due to limited offerings. This course is typically not offered during Winter or Summer. Check the ELAC schedule of classes for availability.
Program Course	MARKET 011	Fundamentals of Advertising	3	MARKETING 011 introduces students to the role of advertising in our economy.	MARKET 011 is primarily offered in the Spring semester. It is recommended that students consider taking this course as soon as it fits their schedule due to limited offerings. Check the ELAC schedule of classes for availability.
Program Course	MARKET 023	Introduction to Social Media Marketing	3	MARKETING 023 – Introduction to Social Medial Marketing – is recommended. Marketing is a course and a topic that is covered extensively for any business student. This course does not have a prerequisite.	MARKET 023 is typically offered in the spring semester with limited availability. Check the ELAC schedule of classes for availability.
GE course		GE Area A: Natural Sciences	3	EARTH 001 is recommended as part of the IGETC requirement.	EARTH 001 has sections that are part of the Honors Program. Check the current catalog for the section number(s). To apply for admission to the Honors Program, please visit the ELAC Counseling Center. For additional information about the Honors Program, please visit the ELAC Honors Program website or contact Dr. Bermudez at bermudn@elac.edu .

Total Units 15

Summer Session	Course Code	Course	Units	Notes	Advising Notes
GE course		GE Area E: Health and Physical Education	3	HEALTH 002 is recommended because it includes the physical activity requirement. Consult with an academic advisor regarding courses that best align with career or personal interest.	

Total Units 3

Fall Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	BUS 015	Business Statistics	3	This course is required for ELAC's Associates in Arts Degree in Business Marketing. This course also meetings the following requirement - AREA 2: Mathematical concepts and quantitative reasoning.	This course is offered once during the fall semester. Students are encouraged to take this course as soon as possible. Check the ELAC schedule of classes for availability.
Program Course	FINANCE 002	Investments	3	This course does not have a prerequisite. In this course, students analyze the stock market from a practical viewpoint, and they are introduced to important investment topics from the perspective of an individual financial planner.	FINANCE 002 is only offered online during the fall and spring semesters. The courses fill quickly. Check the ELAC schedule of classes for availability.
GE course		GE Area B1: Social and Behavioral Sciences	3	POL SCI 001 is recommended as part of the IGETC requirement. Recommended to seek counselor or department advisement. POL SCI 001 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."	POL SCI 001 has sections that are part of the Honors Program. Check the current catalog for the section number(s). To apply for admission to the Honors Program, please visit the ELAC Counseling Center. For additional information about the Honors Program, please visit the ELAC Honors Program website or contact Dr. Bermudez at bermudn@elac.edu .

Total Units 9

Winter Session	Course Code	Course	Units	Notes	Advising Notes
GE course		GE Area C: Humanities	3	PHILOS 020 is recommended as part of the IGETC requirement. Recommended to seek a counselor or department advisement.	It is recommended that students seek counseling from a career counselor to identify and pair career and academic courses to fit your interest. PHILOS 020 has sections that are part of the Honors Program. Check the current catalog for the section number(s). To apply for admission to the Honors Program, please visit the ELAC Counseling Center. For additional information about the Honors Program, please visit the ELAC Honors Program website or contact Dr. Bermudez at bermudn@elac.edu .

Total Units 3

Spring Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	SOC 004 OR PSYCH 013	Sociological Analysis OR Social Psychology	3	SOC 004 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."	Students are encouraged to view the ELAC schedule of classes for course availability.
Program Course	PUB REL 001	Principles of Public Relations	3		

Spring Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	MGMT 015	Small Business Management II	3	MGMT 015 – Small Business Management – will give students a general overview of the process involved in planning, starting, and managing a business. Students will also be exposed to marketing, accounting, and financing involved in any business.	MGMT 015 has limited offerings throughout the year. It is only offered online. Students are encouraged to take the course as soon as it fits their schedule.
GE course		GE Area B2: Social and Behavioral Sciences	3	ECON 001 or ECON 002 is recommended for students who want to transfer to a university and pursue a bachelor's degree in business administration. A strong background in law will serve any business student well in their career. LAW 003 - Civil Rights and the Law – also meets the following GE requirements: LACCD GE Area B2 Social and Behavioral Science; CSU GE Area D; and IGETC Area 4 Social and Behavioral Science.	Check the ELAC schedule of classes for availability. ECON 001 and ECON 002 has sections that are part of the Honors Program. Check the current catalog for the section number(s). To apply for admission to the Honors Program, please visit the ELAC Counseling Center. For additional information about the Honors Program, please visit the ELAC Honors Program website or contact Dr. Bermudez at bermudn@elac.edu .

Total Units 12

Degree Path and Requirements:

These courses meet the requirements for ELAC's Associates in Arts degree in Marketing. The students who wish to transfer should meet with a transfer counselor. Please check with the counselor regarding your interest in attending CSU or UC.

This associate's degree in arts is accepted for transfer at some programs such as the Business Management bachelors degree program at Pepperdine University.

[Pepperdine Business School: Bachelor of Science in Management \(BSM\) degree completion program is designed for working professionals.](#)

This map is a suggested term-by-term sequence of courses to complete the program in a recommended time frame. This is an efficient and recommended plan, but actual plans may vary by individual student need. This map cannot replace a meeting with [counselors](#). Students can apply for certificates as soon as the necessary courses are completed. Meet with a counselor and the financial aid office to ensure continued financial aid. Check with [financial aid](#) for eligibility.

Department Advising Notes:

Full-time students finish in 2 years; part-time students finish in 3 years. Recommend students take Winter and Summer courses to complete the degree in 2 years. Be aware; some courses may only be offered once a year; check course availability. Be sure to consider career and degree goals

when choosing general education courses (for example, a career in Finance may benefit from additional math-based courses. A career in Marketing may benefit from other Art or Communication courses). Please consult with a counselor to review your best General Education options based on your educational goals, as course preferences may vary depending on your career objectives.

Program Description

This program is intended for students who intend to pursue careers that include marketing associates, social media marketing, retail sales, insurance sales, department manager and buyer, advertising salesperson, and wholesale sales work. This degree will also help students develop a background in entrepreneurship.

Career and Transfer Opportunities

Students who wish to transfer after completing this degree should seek advisement from a transfer counselor. This degree may transfer to programs that offer bachelor's degrees in management.

For example –

[Pepperdine University undergraduate in business management](#)

[Woodbury University bachelors degree in Business](#)

Careers/Positions obtained with an Associate in Arts in Marketing degree are as follows: Entry-level Marketing Associate Positions, annual salary from \$31,000 - \$61,000. Digital Marketing, starting annual salary \$25,168 - \$52,852. Media and Communication Worker, average annual wage \$48,568. Sales Representative, annual salary from \$29,000 - \$74,000 (does not include bonuses and commissions). Market Research Analyst, average annual salary \$63,650, top annual salary \$121,000 (expected job growth is 19%). Sales Manager, mean salary \$117,960, top annual salary \$208,000.

Visit the [Transfer Center](#) for transfer information, which varies based on transfer college. Make an appointment with a [counselor](#). Students can visit [Career and Job Services](#) for career counseling and further exploration. For additional resources, students pursuing a certificate can visit the [American Job Center of California](#) on ELAC main campus.

Youtube Videos

[What Can You Do with a Marketing Degree? 7 Career Paths to Pursue \[2018\]](#)

[Careers in Marketing - How to Choose a Specialty and Score the Best Salary \(2020\)](#)

[2019's Top Types of Marketing Jobs](#)

Program Map

A suggested sequence of classes to complete a degree, certificate, or program of study. Students should consult an academic counselor for variations to this plan based on part-time or full-time status, transfer plans, pre-requisites needed, etc.

Prerequisite Course

A specific course that must be completed before advancing to the next course.

Check the online catalog at elac.edu for the latest and most accurate information.

Contact

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