

Associate of Applied Science Business

Specialization: Marketing

Imagine the excitement in creating award-winning advertising campaigns, developing new products, or the thrill of managing your own successful business! Understanding and then fulfilling the needs, wants, and desires of customers is the essence of any endeavor! Did you know that more than 1/3 of Americans are employed in marketing-related fields?

At Mesa Community College (MCC), our **Associate of Applied Science** degree in Business with a specialization in **Marketing** is designed to give you the competency, tools, and capabilities necessary to successfully contribute in the demanding and dynamically changing role of today's entry-level marketing professionals.

Why Our Associate Degree?

- Few fields can match the range of career opportunities found in marketing
- You'll learn how to work with others, communicate effectively, and develop traits such as initiative and a desire to attain goals, two of the qualities that are valuable requirements in today's marketing careers
- You will acquire the ability to solve complex problems using creativity, quantitative analysis, and a keen understanding of consumer decision making relationships
- Day, evening, and online course offerings available
- Enhances your transfer capability to Arizona State University, University of Arizona, and Northern Arizona University.
- Ready to get started? **Turn this card over** for detailed course scheduling information.



Why Mesa Community College?

- As the largest member of the ten-college Maricopa County Community College District, MCC is noted for a 40-year history of delivering competency-based education with nationally recognized achievement outcomes.
- Our Business Department delivers eight different Associate Degrees and Certificates of Completion in more than 22 specialized academic disciplines. Our students can choose from degrees or certificates specializing in management, marketing, project management, small business management, international business, e-commerce, web technology, web design, computer information systems, or administrative office career areas.
- Our instructors are proven certified professionals with substantive real-world experience.
- A cost effective education opportunity when compared to the public / private university alternatives
- MCC works closely with our business and industry partners to design specific educational programs that upgrade employee skills and support those who are re-entering the workforce or changing careers.

To learn more about our academic degree programs, enroll in classes, or how you can join the distinguished alumni of the nation's largest community college system, call us at 480-461-7729, find us online at www.mc.maricopa.edu, or visit one of our campuses!



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Ready to start your pursuit of a degree in marketing? Our Business Faculty are ready to assist you! Students who follow this suggested sequence have achieved enhanced results from their academic efforts!

Semester	Course	Description	Credit Hrs	Prerequisite	Requirement Met
1	ENG101 or ENG107	First Year Composition or First Year Composition for ESL	3		GENERAL EDUCATION
1	CRE101 or Test Out	Critical & Evaluative Reading	3		GENERAL EDUCATION
1	Humanities & Fine Arts	(Visit with Advisement for recommended courses)	3		GENERAL EDUCATION
1	OAS108	Business English	3	Take before GBS233	BUSINESS CORE
1	BPC110 or CIS105	Computer Usage & Applications or Survey of Computer Information Systems	3		BUSINESS CORE
2	COM100 or COM230	Introduction to Human Communication or Small Group Communication	3		GENERAL EDUCATION
2	ENG102 or ENG108	First Year Composition or First Year Composition for ESL	3		GENERAL EDUCATION
2	MAT120 or MAT122	Intermediate Algebra	3 - 5		GENERAL EDUCATION
2	GBS151 or IBS101	Introduction to Business or Introduction to International Business	3		BUSINESS CORE
2	Natural Science	(Visit with Advisement for recommended courses)	4		GENERAL EDUCATION
3	ACC109	Accounting Concepts	3		BUSINESS CORE
3	TQM101	Quality Customer Service	3		BUSINESS CORE
3	GBS233	Business Communication	3	ENG101 or ENG107	BUSINESS CORE
3	MGT251	Human Relations In Business	3		BUSINESS CORE
3	GBS205	Legal, Ethical, & Regulatory Issues in Business	3		BUSINESS CORE
4	MKT271	Principles of Marketing	3		BUSINESS CORE
4	TQM240	Project Management in Quality Organizations	2		BUSINESS CORE
4	MKT263	Advertising Principles	3		MARKETING
4	MKT267	Principles of Salesmanship	3		MARKETING
5	SBU200	Society & Business	3		GENERAL EDUCATION
5	MKT268	Merchandising	3		MARKETING
5	MKT273	Marketing Research	3	MKT271	MARKETING
5	MKT101 or MKT277	Introduction to Public Relations or Advance Sales	3	MKT267	MARKETING

Looking for a Certificate of Completion? Visit with one of our Program Coordinators today to ensure that the prerequisite preparation has been achieved, and you can begin the track courses immediately!

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Mesa Community College means Business!

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For official advisement, visit with the MCC Advisement & Transfer Services offices.

To obtain additional information or register for courses, visit us at: www.mc.maricopa.edu

