



21250 Stevens Creek Blvd.  
Cupertino, CA 95014  
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Academic Year  
**2016 - 2017**

# Marketing Management

Business, Computer Sciences and  
Applied Technologies Division  
Bldg. L1, Room L14  
408-864-8797

Counseling and Advising Center  
Student and Community  
Services Bldg., 2nd Fl.  
408-864-5400

Please visit the Counseling Center to apply for degrees and for academic planning assistance.

### Certificate of Achievement Requirements

A minimum "C" grade in each major course.  
Note: A maximum of six (6) quarter units may be transferred from other academic institutions.

### A.A./A.S. Degree Requirements

1. Completion of all General Education (GE) requirements (31-42 quarter units) for the A.A./A.S. degree. GE units must be completed with a minimum 2.0 GPA ("C" average).
2. Completion of all major requirements. Each major course must be completed with a minimum "C" grade.  
Major courses can also be used to satisfy GE requirements (except for Liberal Arts degrees).  
Note: A maximum of 22 quarter units from other academic institutions may be applied toward the major.
3. Completion of a minimum of 90 degree-applicable quarter units (GE and major units included). All De Anza courses must be completed with a minimum 2.0 GPA ("C" average). All De Anza courses combined with courses transferred from other academic institutions must be completed with a minimum 2.0 GPA ("C" average).  
Note: A minimum of 24 quarter units must be earned at De Anza College.

Major courses for certificates and degrees must be completed with a letter grade unless a particular course is only offered on a pass/no-pass basis.

## Marketing Management

### Certificate of Achievement

Students learn the fundamentals of general business administration, marketing, selling, advertising, and other related functions. They also prepare for a wide variety of marketing-related careers. The Marketing Management program is built on the ladder concept, whereby students can complete a Certificate of Achievement en route to the A.A. degree.

*Student Learning Outcomes - upon completion, students will be able to:*

- identify and distinguish the elements of the marketing mix for an organization in a given business environment.

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 10	Introduction to Business	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5

### Complete one (1) course: 5

ACCT 1A	Financial Accounting I (5)	
or ACCT 1AH	Financial Accounting I - HONORS (5)	
BUS 18	Business Law I (5)	
BUS 54	Business Mathematics (5)	
BUS 56	Human Relations in the Workplace (5)	
BUS 59	Promoting Your Business with Social Media (5)	

BUS 60	International Business Management (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Business (5)	
BUS 96	Principles of Management (5)	
<b>Total Units Required .....</b>		<b>24</b>

## Marketing Management

### A.A. Degree

Students pursuing an A.A. degree in Marketing Management prepare for a wide variety of marketing-related careers such as Marketing Events Coordinator, Retail Sales Manager, Marketing Communications Associate, Inside Sales Representative, Sales Specialist/Coordinator, and Sales Support Specialist. Students learn the fundamentals of general business administration with an emphasis on marketing, advertising, selling, international business, and management.

*Student Learning Outcomes - upon completion, students will be able to:*

- develop an appropriate marketing plan for an organization in a given business environment.

1. Meet the A.A./A.S. degree requirements.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
or ACCT 1AH	Financial Accounting I - HONORS	5
BUS 10	Introduction to Business	5
BUS 18	Business Law I	5
BUS 54	Business Mathematics	5
BUS 60	International Business Management	5
BUS 87	Introduction to Selling	4
BUS 89	Advertising	5
BUS 90	Principles of Marketing	5
BUS 96	Principles of Management	5

### Complete a minimum of nine (9) units: 9

BUS 21	Business and Society (5)	
BUS 56	Human Relations in the Workplace (5)	
BUS 57	Human Resource Management (4)	
BUS 59	Promoting Your Business with Social Media (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Business (5)	
BUS 85	Business Communication (3)	
SPCH 70	Effective Organizational Communication (5)	
or SPCH 70H	Effective Organizational Communication - HONORS (5)	

<i>Major</i>	<i>Marketing Management</i>	<b>53</b>
<i>GE</i>	<i>General Education (31-42 units)</i>	
<i>Electives</i>	<i>Elective courses required when major units plus GE units total is less than 90</i>	
<b>Total Units Required .....</b>		<b>90</b>