

Associate Degree Graduation Requirements

- (1) Complete all department requirements with a “C” or better or “P” in each course (at least 20% of the department requirements must be completed through SBCC); (2) Complete at least 18 units of General Education Requirements ([Areas A-D](#) of the SBCC General Education pattern); (3) Complete the SBCC Institutional Requirements ([Area E](#)); (4) Complete the Information Competency Requirement ([Area F](#)); (5) Complete a total of 60 degree-applicable units (SBCC courses numbered 100 and higher); (6) Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC; (7) Maintain a cumulative GPA of 2.0 or better in all college units attempted; and (8) Complete 15 units through SBCC.

Department Requirements (Total Department Units: 24-26)

<i>Current</i> Course No.	<i>Previous</i> Course No.	<i>Title</i> <small>applies to SBCC GE areas</small>	<i>Units</i>	<i>Institution &</i> Course No.	<i>Grade</i>	<i>Units</i> (s/q)	<i>Term</i>
• MKT 101	(1)	Introduction to Marketing	3.0				
• MKT 164	(none)	Online and Mobile Marketing OR	3.0				
• MAT 164	(none)	Online and Mobile Marketing	3.0				
• MKT 203	(3)	Marketing Communications	3.0				
• MKT 205	(5)	Consumer Selling Strategies	3.0				
• MKT 215	(none)	Segmentation and Target Marketing	3.0				
• MKT 220	(BUSAD 220/MAT 220)	Introduction to Electronic Commerce OR	3.0				
• CIS 220	(none)	Introduction to Electronic Commerce	3.0				
<i>Plus select 6 units of electives from the following:</i>							
• COMP 101	(COMAP 101/CIS 109/OIS 142)	Introduction to Computer Applications	4.0				
• COMP 111	(COMAP 111)	Microsoft Access	4.0				
• FP 276	(FILMPRO 276)	Production II: Commercial Applications	3.0				
• GDP 114	(none)	Graphic Design I	3.0				
• IBUS 102	(BUS/BUSAD 102)	Introduction to International Business	3.0				
• JOUR 135	(none)	Public Relations OR	3.0				
• MKT 135	(none)	Public Relations	3.0				
• MAT 131	(111/143ABC)	Digital Imaging I	3.0				
• MAT 153	(122)	Web Design I	3.0				
• MKT 120	(none)	Relationship Selling	3.0				
• MKT 125	(none)	Principles of Customer Service	3.0				
• MKT 209	(9)	International Marketing	3.0				

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.

SBCC AA/AS Degree Graduation Requirements (Must complete I, II, III and IV below)

I. General Education, Institutional & Information Competency (Institution & Course Number) Grade Units (s/q) Term

A-D. General Education Requirements**			
A. Natural Sciences with Lab			
B. Social and Behavioral Science			
C. Humanities			
D. Language and Rationality			
D-1. English Composition			
D-2. Communication and Analytical Thinking			
E. SBCC Institutional Requirements**			
E-1. Mathematics			
<i>Plus complete three out of the four areas listed below (E-2 through E-5)</i>			
E-2. American Institutions			
E-3. Physical Education/Health Education			
E-4. Oral Communication			
E-5. Multicultural/Gender Studies			
F. Information Competency Requirement**			

**For specific course, unit, grade and other graduation requirements see the General Education, Institutional and Information Competency Requirements handout available in the Counseling department or visit <http://www.sbcc.edu/apply/files/gereq.pdf>

II. Unit and Grade Point Average Requirements: Refer to Graduation Requirements on the other side of this document.

	<i>Total Semester Units Attempted</i>	<i>Total Semester Units Completed</i>	<i>Grade Points</i>	<i>GPA</i>
SBCC				
Transfer				
Total				

III. Residency Requirements: 1) 15 units completed through SBCC? Yes No
 2) 20% of Department Requirements completed through SBCC? Yes No

IV. Department Requirements: Refer to the other side of this document for a list of required courses. Were all department requirements completed with a "C" or higher or "P" in each course? Yes No

Waivers/Substitutions: _____

Counselor Comments: _____

Student's Name: _____ Student ID: K _____

Counselor's Name: _____ Code: _____ Date: _____



Santa Barbara City College

Marketing

2017-18

Associate in Arts Degree in Marketing

The Marketing Program at Santa Barbara City College emphasizes the concepts of planning and developing products and services. In addition, the student will acquire critical information involving packaging, distribution, pricing, advertising, personal selling and computer graphics applications in the creation of successful marketing strategies. This program may also prepare a student for transfer to a four-year institution.

Careers in Marketing

This multi-faceted program will prepare the graduate for entry-level positions in such diverse fields as retailing, advertising, merchandising, and customer service.

SBCC: Your Open Door to Educational Excellence