

SANTA ANA COLLEGE Contemporary Marketing

Degree Requirements

	Units
Core Classes	9
Electives	2-3
Advertising & Distribution Track	4
21st Century Marketing Track	4
Sales Track	4
International Marketing Track	4
Capstone	3
General Ed Requirements	29-30
Total Units:	59-60

**It's your Moment to
Start a Movement**

**Initiate &
Negotiate**



Program Information

GBE Department website:

www.sacgbe.org

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SANTA ANA COLLEGE

1530 W. 17th Street, Santa Ana, CA 92706 • www.sac.edu

Contemporary Marketing

A.A. DEGREE



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Santa Ana, CA 92706

**Santa
Ana
College**

www.sac.edu/GBE

Start Here

Core Classes:

Complete all of the 3 unit - full semester classes

MKTG 113 - Principles of Marketing

BUS 222 - Business Writing

Select ONE of the following:

BUS 100 - Fundamentals of Business

OR

ENTR 100 - Introduction to Innovation and Entrepreneurship

Complete All Sequence Courses
offered in Fall and Spring

And ONE Elective:

BUS 125 - Introduction to International Business

ENTR 107 - Money, Finance, and Accounting for Entrepreneurs

ENTR 109 - Powerful Presentations

BUS/MKTG 127 - Introduction to E-Commerce

Finish With

The Capstone Class:

ENTR 110 - Capstone Business Simulations

Required Fall Classes

Sequence Classes

Advertising & Distribution Track
Offered Online

MKTG 125 - Advertising & Promotion - Get the Word Out & Keep your Customers Buying (2 units - 8 weeks)

MKTG 126 - Distributing Products & Services - Reaching Customers Where They Shop (2 units - 8 weeks)

21st Century Marketing Track
Thursday nights, 6-10 pm on campus

MKTG 123 - Marketing and Technology - Trends and Cutting Edges (1 unit - 4 weeks)

MKTG 124 - Cause Marketing and Public Relations - Doing Well by Doing Good (1 unit - 4 weeks)

ENTR 105 - Social Media and Bootstrap Marketing (2 units - 8 weeks)

Create



Required Spring Classes

Sequence Classes

Sales Track
Offered Online

MKTG 120 - Understanding Consumer Behavior - Getting them to Buy, Buy, Buy (1 unit - 4 weeks)

MKTG 121 - Negotiating - Getting to a Win-Win (1 unit - 4 weeks)

MKTG 122 - Sales Strategies that Build Business Relationships & Increase Sales (2 units - 8 weeks)

International Marketing Track
Thursday nights, 6 - 10 pm on campus

Bus 141 - The Globalization of Marketing (1 unit - 4 weeks)

Bus 142 - International Market Research and Planning (1 unit - 4 weeks)

Bus 143 - Promoting Products & Services for Export (1 unit - 4 weeks)

Bus 145 - Channels of Distribution in International Markets (1 unit - 4 weeks)

NOTE: Sequential classes run 4 or 8 weeks each. Take all of the classes in a track and you will finish the entire sequence in 1 semester.