



## Coastline Community College Associate in Science: Marketing

<p><b>DEGREE OBJECTIVE:</b></p> <p>The Marketing major will prepare an individual to have an understanding of business practices and provides students with the opportunity to select specific courses to meet their professional or personal business goals. This major focuses on sales, public/customer relations and other communicative skills required in the field of marketing,</p> <p><b>DEGREE REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li>• Complete at least 60 semester hours (SH):             <ul style="list-style-type: none"> <li>○ A maximum of 40 semester hours may be awarded for non-traditional coursework i.e. military experience, CLEP/DSST exams or Excelsior exams, etc.</li> <li>○ At least 12 semester hours must be earned at Coastline to establish residency.</li> </ul> </li> <li>• Earn an overall grade point average of 2.0 or higher from all colleges attended and a 2.0 or higher grade point average at Coastline.</li> </ul>	<ul style="list-style-type: none"> <li>• Forward all official college and military transcripts to Coastline.</li> <li>• Complete at least 2.5 SH toward Global and Multicultural Studies requirement.</li> <li>• Complete the specific General Education requirements as listed in <b>Group A-E</b> below.</li> </ul> <p><b>GENERAL EDUCATION REQUIREMENTS:</b></p> <ul style="list-style-type: none"> <li><b>A1.</b> Speech/Communications (3 SH)</li> <li><b>A2.</b> English (3 SH)</li> <li><b>A3.</b> Math Competency</li> <li><b>B.</b> Natural Science (3 SH)</li> <li><b>C.</b> Art &amp; Humanities (3 SH)</li> <li><b>D.</b> Social Science (3 SH)</li> <li><b>E.</b> Self Development (3 SH)</li> </ul>
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### DEGREE REQUIREMENTS SUMMARY

All courses, except those in **bold** print, are available online. However, courses not offered through Coastline may be taken at other regionally accredited institutions and/or may be satisfied through military training and experience. Click here to see how your military training may meet degree requirements.

<b>Major: Marketing – Total Semester Hours Required: 21</b>		
<b>Major Core Required -</b>		<b>12 SH</b>
BUS C100	Introduction to Business	3
BUS C110	Legal Environment of Business	3
BUS C150	Introduction to Marketing	3
MS C100	Organization and Management	3
<b>Major Electives – Choose 3 of the following courses:</b>		<b>9 SH</b>
<b>BC C115</b>	<b>Customer Service: Soft Skills</b>	<b>1.5</b>
BUS C130	E-Business	3
BUS C222	Small Business Operation & Management	3
CIS C100	Introduction to Information Systems	3
COMM C100	Introduction to Mass Communications	3
MS C101	Management/Employee Communication	3
<b>MS C120</b>	<b>Introduction to Successful Selling</b>	<b>3</b>
<b>MS C170</b>	<b>Customer Relations Services</b>	<b>1.5</b>
<b>MS C284*</b>	<b>Work Based Learning</b>	<b>4</b>



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*4 SH for Work Based Learning is satisfied for Military Rank E4 and higher		
<b>General Education – Complete 18 SH of GE courses listed in Groups A-E below, including the specific requirements indicated for each area:</b>		
<b>A1. Speech/Communications – Choose one from the following:</b>		<b>3 SH</b>
COMM C100	Intro to Mass Communication <b>Note: COMM C100 may only satisfy Area A1 or D, not both.</b>	3
SPCH C110	Public Speaking (DSST)	3
<b>A2. English</b>		<b>3 SH</b>
ENGL C100	Freshman Composition (“C” or better) – recommended for transfer to a 4-year university	3
ENGL C135	Business Writing (“C” or better) – for non transfer students	3
<b>A3. Math Competency</b>		<b>NEED</b>
Satisfied by completion of Math, C030, C100, C115 or C160 with a grade of “C” or better or passing the math placement test into Math C100, OR completion of two years of high school algebra with a grade of “C” or better, OR passing intermediate algebra or higher level math course at any regionally accredited college institution with a grade of “C” or better, OR at least 3sh of technical math or higher from military experience, OR passing the ASSET exam: Intermediate Algebra with a score of 35 or higher.		
<b>B. Natural Science – Choose one of the following:</b>		<b>3 SH</b>
ASTR C100	Intro to Astronomy	3
BIOL C100	Intro to Biology	3
BIOL C101	Intro to Biology Lab	1
BIOL C105	Anatomy & Physiology	3
BIOL C120	Biology of Aging	3
CHEM C100	Chemistry and Living	3
ECOL C100	Human Ecology	3
GEOL C100	General Geology	3
GEOL C141	Geology Lab	1
MRSC C100	Intro to Marine Science	3
PHYS C110	Intro to Physics	3
<b>C. Arts &amp; Humanities - Choose from the following:</b>		<b>3 SH</b>
ARAB C180A	Elementary Arabic 1A	2.5
ARAB C180B	Elementary Arabic 1B	2.5
ART C100	History & Appreciation of Art 1	3
ART C101	History & Appreciation of Art 2	3
ART C105	Introduction to Art	3
ENGL C102	Critical Reasoning, Reading and Writing	3
ENGL C143	Children’s Literature	3
ENGL C145	American Literature: The Short Story	3
ENGL C146	Introduction to 20 <sup>th</sup> Century Military Fiction	3
HUM C110	Humanities through the Arts	3
HUM C130	American Cinema	3
MUS C100	History & Appreciation of Music	3
MUS C105	History of Rock and Roll	3
PHIL C100	Intro to Philosophy	3
PHIL C115	Logic/Critical Thinking	3



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PHIL C120	Ethics	3
SPAN C180A	Elementary Spanish 1A	2.5
SPAN C180B	Elementary Spanish 1B	2.5
<b>D. Social Sciences - Choose one from the following:</b>		<b>3 SH</b>
ANTH C100	Cultural Anthropology	3
ANTH C110	Physical Anthropology	3
COMM C100	Intro to Mass Communications	3
COMM C150	Introduction to Radio-TV-Film	3
ECON C180	Principles of Economics (MACRO)	3
ECON C185	Principles of Economics (MICRO)	3
HIST C125	Modern Iraqi History and Culture	3
HIST C160	World History to 1500	3
HIST C165	World History from 1500	3
HIST C170	US History to 1876	3
HIST C175	US History Since 1876	3
HIST C180	Western Civilization To 1550	3
HIST C185	Western Civilization Since 1550	3
PSCI C100	American Government	3
PSCI C140	Politics of the Middle East	3
PSYC C100	Intro to Psychology	3
PSYC C115	Child Growth & Development	3
PSYC C120	Abnormal Psychology	3
PSYC C170	Psychology of Aging	3
PSYC C280	Intro to Research Methods in Psychology	4
SOC C100	Introduction to Sociology	3
SOC C110	Marriage and Family	3
SOC C120	Introduction to Gerontology	3
<b>E. Self-Development (May be satisfied by Military Basis Training)</b>		<b>3 SH</b>
FN C170	Nutrition	3
FN C175	Nutrition and Aging	3
GERO C120	Professional Issues in Gerontology	3
HLTH C100	Health	3
PSYC C115	Child Growth and Development	3
PSYC C170	Psychology of Aging	3
<b>Global/Multicultural Requirement - Satisfied by completion of one of the following courses:</b> ANTH C100; ARAB C180A; ARAB C180B, ART C100, ARTC C101, ART C105, ENGL C145, HUM C110, PHIL C100, HIST C160, HIST C165, HIST C180, HIST C185, HSVC C100, SPAN C180A or SPAN C180B. <b>Course credit may apply towards Groups C or D above.</b>		<b>2.5 SH</b>
<b>Free Electives-</b> May be satisfied by Military credit, various CLEP and DSST exams, previous college credit, or any Coastline course.		<b>19.5 SH</b>
<b>Total Credits Required to Complete the Degree</b>		<b>60 SH</b>