

Coastline Community College
Military Program
Associate in Arts (AA) Degree
Major: Marketing

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.

Courses denoted in **bold** are available online through Coastline's Military Program. Other course requirements may be met by coursework completed at another regionally accredited institution and ACE recommended credit.

Total Semester Hours Required: 21-22 SH

Required courses: 12 SH

MS C100	Organization & Management	3 SH
BUS C100	Introduction to Business	3 SH
BUS C110	Legal Environment of Business	3 SH
BUS C150	Introduction to Marketing	3 SH

Program Electives: Choose 9-10 SH from courses listed below:

BUS C222	Small Business Operation & Management	3 SH
COMM C100	Introduction to Mass Communications	3 SH
CIS C100	Introduction to Information Systems	3 SH
MS C101	Management/Employee Communication	3 SH
BC C115	Customer Service: Soft Skills	1.5 SH
BUS C130	E-Business	3 SH
MS C120	Introduction to Successful Selling	3 SH
MS C170	Customer Relations Services	1.5 SH
MS C284	**Work Based Learning	4 SH

***4 SH for Work Based Learning is satisfied for Military Rank E4 and higher.*