



## Program Map Marketing

Degree: Marketing - Associate of Applied Science (AAS)  
Certificate: Marketing Level 1 (C1)



### BUSINESS

**Program Description:** This is a two-year course of study that will provide detailed knowledge and skills in the various functions of marketing and marketing management. The skills and knowledge will prepare the student to enter the work force. Course work includes both general marketing courses to establish a foundation of study and specialized courses that will allow the student to meet their individual career objectives. A graduate of this 2-year program has the option of pursuing a 4-year baccalaureate degree (Bachelors of Applied Arts & Science) offered by a number of state universities.

**Contact:**  
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**Department Website**  
<http://sites.austincc.edu/mkt/>

Students interested in transfer should always contact ACC counselors and consult with an advisor or articulation officer from their receiving institution.

Final approval of the degree plan for graduation is provided by the Admissions Office. Application for graduation must be on file in the Admissions Office before the published deadline of the student's final semester. The ACC Catalog contains important information about graduation.

Example positions available in Marketing include Advertising and Promotions Managers, Advertising Sales Agents, Marketing Managers, Sales Managers, Public Relations and Fundraising Managers.

*Use this **Program Map** to choose courses with your college advisor and track your progress towards milestones and completion of program.*

Pre-Degree Requirements		
Program Specific	Reading and Writing Placement <i>Placements based on TSI</i>	Mathematics Placement <i>Placements based on TSI</i>
<input type="checkbox"/> TSI is not mandated for the certificate program. <input type="checkbox"/> <b>Prerequisites for ENGL 1301</b> – TSI complete in reading and writing or exempt.	<input type="checkbox"/> Basic Developmental Courses <input type="checkbox"/> ESOL Courses <input type="checkbox"/> INRW Courses	<input type="checkbox"/> MATD 0332 – Basic Math Skills <input type="checkbox"/> MATD 042x/032x – ALEKS Sequence <input type="checkbox"/> MATD 0385/0485 – Developing Mathematical Thinking <a href="#">Not prerequisite for MATH 1314/1324</a> <input type="checkbox"/> MATD 0370 – Elementary Algebra <input type="checkbox"/> MATD 0390 – Intermediate Algebra <input type="checkbox"/> <a href="#">Take MATD 0370 and MATD 0390 to prepare for MATH 1314/1324</a>
C1: Level 1 Certificate D: Degree <b>SEMESTER-BY-SEMESTER PROGRAM PLAN FOR FULL-TIME STUDENTS</b> <i>Plans can be modified to fit the needs of part-time students by adding more semesters</i>		

C1	D	Semester 1	CR	Advising Notes
	●	EDUC 1300 - Effective Learning: Strategies for College Success	3 <input type="checkbox"/>	Submit graduation application for <b>Certificate (C1)</b> at the start of the semester. All first-time Austin Community College (ACC) students with fewer than 12 SCH of successful college credit must take the EDUC 1300 course in their first semester. All other students can choose a speech course from the Component Area Option section of the Core Curriculum Course List.
●	●	MRKG 1311 - Principles of Marketing	3 <input type="checkbox"/>	
●	●	MRKG 1302 – Principles of Retailing	3 <input type="checkbox"/>	
●	●	COMM 2327 – Principles of Advertising	3 <input type="checkbox"/>	
●	●	MRKG 1313 - Public Relations	3 <input type="checkbox"/>	

•	•	MRKG 2348 – Marketing Research and Strategies	3 <input type="checkbox"/>	Capstone Course. For <b>Degree (D)</b> , may be taken in Semester 2
•	•	MRKG 2333 – Principles of Selling	3 <input type="checkbox"/>	For <b>Degree (D)</b> , may be taken in Semester 2 <b>ACHIEVEMENT: Certificate (C1)</b>
18	21	<b>Program Semester Hours</b>		
<b>C1</b>	<b>D</b>	<b>Semester 2</b>		<b>Meet with your advisor</b>
	•	ECON 2301 – Principles of Macroeconomics	3 <input type="checkbox"/>	
	•	COSC 1301 – Introduction to Computing	3 <input type="checkbox"/>	
	•	ENGL 1301 – English Composition I	3 <input type="checkbox"/>	
9		<b>Program Semester Hours</b>		
<b>C1</b>	<b>D</b>	<b>Semester 3</b>		<b>Meet with your advisor</b>
	•	Mathematics	3 <input type="checkbox"/>	Select from the appropriate section of the Core Curriculum Course List.
	•	ACCT 2301 – Principles of Accounting I – Financial	3 <input type="checkbox"/>	
	•	BUSG 1304 – Financial Literacy	3 <input type="checkbox"/>	
	•	ECON 2302 - Principles of Microeconomics	3 <input type="checkbox"/>	
	•	MRKG 2371 – Consumer Behavior	3 <input type="checkbox"/>	
15		<b>Program Semester Hours</b>		
<b>C1</b>	<b>D</b>	<b>Semester 4</b>		<b>Meet with your advisor</b>
	•	ACCT 2302 – Principles of Accounting II – Managerial	3 <input type="checkbox"/>	Submit graduation application for <b>Degree (D)</b> at the start of the semester.
	•	Marketing Elective	3 <input type="checkbox"/>	Choose Marketing Elective from: <b>Marketing courses:</b> BUSI 1311, FSHD 1311, MRKG 1301, MRKG 1391, MRKG 2312, MRKG 2349, MRKG 2375; <b>Finance courses:</b> BUSG 1341, BUSA 1313; <b>Computer Information Technology course:</b> BCIS 1305; <b>Management courses:</b> BMGT 1327, HRPO 2301, HRPO 2307.
	•	BUSG 1303 - Principles of Finance	3 <input type="checkbox"/>	
	•	MRKG 2388 – Internship – Marketing/Marketing Management, General	3 <input type="checkbox"/>	Capstone Course. Internships are expected to deal with several aspects of the job. Marketing students must have a prerequisite of 9 hours of Marketing. All student projects will be approved by the program chair of Marketing as well as the instructor of the course. Students may take BMGT 2388 with permission of the program chair.
	•	Language, Philosophy, and Culture OR Creative Arts	3 <input type="checkbox"/>	Select from the appropriate section of the Core Curriculum Course List. <b>ACHIEVEMENT: Degree (D)</b>
15		<b>Program Semester Hours</b>		
18	60	<b>Total Program Hours</b>		

## Career Information

The data below are intended to be a guide and reference tool and represent local and regional employment information for occupations related to this program. This is not a guarantee of job placement in any of these occupations after successful completion of an ACC program.

Example positions available in Marketing include Advertising and Promotions Managers, Advertising Sales Agents, Marketing Managers, Sales Managers, Public Relations and Fundraising Managers.

For additional information, visit the following resources:

[Advertising and Promotions Managers](http://www.bls.gov/oes/current/oes112011.htm) - <http://www.bls.gov/oes/current/oes112011.htm>

[Advertising Sales Agents](http://www.bls.gov/oes/current/oes413011.htm) - <http://www.bls.gov/oes/current/oes413011.htm>

[Marketing Managers](http://www.bls.gov/oes/current/oes112021.htm) - <http://www.bls.gov/oes/current/oes112021.htm>

[Sales Managers](http://www.bls.gov/oes/current/oes112022.htm) - <http://www.bls.gov/oes/current/oes112022.htm>

[Public Relations and Fundraising Managers](http://www.bls.gov/oes/current/oes112031.htm) - <http://www.bls.gov/oes/current/oes112031.htm>

*Bureau of Labor Statistics*

## Transfer Information

The Bachelor of Applied Arts and Science (BAAS) is an excellent alternative to the Bachelor of Business Administration (BBA) degree. The [BAAS at Texas State University](#) is designed to offer students the opportunity to earn college credit for prior learning assessment such as work/life experience and non-collegiate instruction. Students must still meet general education requirements and take upper level courses to complete the degree. Texas State's Round Rock campus provides a [transfer planning guide](#) to help students determine which ACC courses meet the requirements for its BAAS.

[Texas A&M University-Central Texas \(TAMUCT\)](#) offers classes in Killeen. To encourage a seamless transfer from community colleges to upper-level work at TAMUCT, the University has developed agreements with Central Texas community colleges to enable smooth transfers without a loss of credits for students who begin their studies with TAMUCT in mind.

Concordia University Texas offers an [online Bachelor of Applied Arts and Science in Business](#). The fully online program is designed around your schedule, so you can learn at your convenience. Classes are taught by professors with industry experience, with an emphasis on relevant, applicable skills.

In addition, students who earn a workforce degree at ACC now have the option to continue their studies and earn a bachelor's degree in business without transferring to a university campus. The [Associate of Applied Science to Bachelor of Applied Arts and Science 3+1 Degree Program](#) allows students who complete an A.A.S. degree at ACC to seamlessly transition to a Bachelor of Applied Arts and Science (B.A.A.S.) degree in business at Concordia University Texas. The program is available beginning Fall 2017.