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Academic Year  
**2022 - 2023**

# Marketing Management

Business, Computer Sciences and  
Applied Technologies Division  
Bldg. L1, Room L14  
408-864-8797

Find your counselor at  
deanza.edu/our-counselors

Please visit the Counseling and Advising Center to apply for degrees and for academic planning assistance.

## Certificate of Achievement Requirements

- Completion of all major courses with a C grade or higher.

Note: A maximum of six quarter units may be transferred from other academic institutions.

## A.A./A.S. Degree Requirements

1. Completion of all General Education (GE) requirements (32-43 quarter units) for the A.A./A.S. degree. GE units must be completed with a minimum 2.0 GPA (C average).
2. Completion of all major courses with a C grade or higher. Major courses can also be used to satisfy GE requirements (except for Liberal Arts degrees).  
Note: A maximum of 22 quarter units from other academic institutions may be applied toward the major.
3. Completion of a minimum of 90 degree-applicable quarter units (GE and major units included). All De Anza courses must be completed with a minimum 2.0 GPA (C average). All De Anza courses combined with courses transferred from other academic institutions must be completed with a minimum 2.0 GPA (C average).

Note: A minimum of 24 quarter units must be earned at De Anza College.

## Marketing Management

### Certificate of Achievement

Students learn the fundamentals of general business administration, marketing, selling, advertising and other related functions. They also prepare for a wide variety of marketing-related careers. The Marketing Management program is built on the ladder concept, whereby students can complete a Certificate of Achievement on their way to the A.A. degree.

*Program Learning Outcomes: Upon completion, students will be able to*

- Identify and distinguish the elements of the marketing mix for an organization in a given business environment

1. Meet the requirements for this certificate level.
2. Complete the following.

|        |                          |   |
|--------|--------------------------|---|
| BUS 10 | Introduction to Business | 5 |
| BUS 90 | Principles of Marketing  | 5 |

### Complete three courses: 14-15

|        |                                       |
|--------|---------------------------------------|
| BUS 56 | Human Relations in the Workplace (5)  |
| BUS 60 | International Business Management (5) |
| BUS 65 | Leadership (5)                        |
| BUS 70 | Principles of E-Commerce (5)          |
| BUS 73 | International Marketing (5)           |
| BUS 87 | Introduction to Selling (4)           |
| BUS 89 | Advertising (5)                       |
| BUS 94 | Social Media Marketing Strategies (5) |
| BUS 96 | Principles of Management (5)          |

**Total Units Required ..... 24-25**

## Marketing Management

### A.A. Degree

Students pursuing an A.A. degree in Marketing Management prepare for a wide variety of marketing-related careers such as marketing events coordinator, retail sales manager, marketing communications associate, inside sales representative, sales specialist or coordinator and sales support specialist. Students learn the fundamentals of general business administration with an emphasis on marketing, advertising, selling, international business and management.

*Program Learning Outcomes: Upon completion, students will be able to*

- Develop an appropriate marketing plan for an organization in a given business environment

1. Meet the A.A./A.S. degree requirements.
2. Complete the following.

|             |                                 |   |
|-------------|---------------------------------|---|
| ACCT 1A     | Financial Accounting I          | 5 |
| or ACCT 1AH | Financial Accounting I - HONORS |   |
| BUS 10      | Introduction to Business        | 5 |
| BUS 18      | Business Law I                  | 5 |
| BUS 54      | Business Mathematics            | 5 |
| BUS 73      | International Marketing         | 5 |
| BUS 87      | Introduction to Selling         | 4 |
| BUS 89      | Advertising                     | 5 |
| BUS 90      | Principles of Marketing         | 5 |
| BUS 96      | Principles of Management        | 5 |

### Complete a minimum of nine units: 9

|             |   |
|-------------|---|
| BUS 21      | Business and Society (5)                  |
| BUS 56      | Human Relations in the Workplace (5)      |
| BUS 57      | Human Resource Management (5)             |
| BUS 65      | Leadership (5)                            |
| BUS 70      | Principles of E-Commerce (5)              |
| BUS 85      | Business Communication (3)                |
| BUS 94      | Social Media Marketing Strategies (5)     |
| COMM 70     | Organizational Communication (5)          |
| or COMM 70H | Organizational Communication - HONORS (5) |

Major Marketing Management 53

GE General Education (32-43 units)

Electives Elective courses required when the major units plus GE units total is less than 90 units

**Total Units Required ..... 90**