Miami Dade College

Marketing
Associate in Science | Code: 25047 | 60 credits
CIP (1252140101**)**
Effective Term: Fall 2024 (2247)

The Associate in Science (AS) in Marketing is designed mainly for students who intend to seek immediate employment in the fields of marketing, international business and trade, or real estate; also, for those desiring to work in a non-profit institution and those presently employed in marketing but seeking advancement. The Associate in Arts degree is also available to the student planning to transfer to a senior institution after graduating from Miami Dade College. Consult an advisor about additional courses for such plans.

<u>**GENERAL EDUCATION REQUIREMENTS (15.00 Credits)**</u>
COMMUNICATIONS (3.00 credits)

ENC 1101	English Composition 1	(3 credits)	Prerequisite: Student must meet the Developmental Education reading and writing requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption).

HUMANITIES (3.00 credits)

ARH 1000	Art Appreciation	(3 credits)	
HUM 1020	Humanities	(3 credits)	
LIT 2000	Introduction to Literature	(3 credits)	Prerequisite: ENC 1101
MUL 1010	Music Appreciation	(3 credits)	
PHI 2010	Introduction to Philosophy	(3 credits)	
THE 2000	Theatre Appreciation	(3 credits)	

MATHEMATICS (3.00 credits)

MAC 1105	College Algebra	(3 credits)	Prerequisite: MAT 1033♦

♦**Note:** Students must seek advisement for proper mathematics course from discipline chairperson.

NATURAL SCIENCE (3.00 credits)

AST 1002	Descriptive Astronomy	(3 credits)	
BSC 1005	General Biology	(3 credits)	
CHM 1020	General Education Chemistry	(3 credits)	
ESC 1000	General Education Earth Science	(3 credits)	
EVR 1001	Introduction to Environmental Science	(3 credits)	

SOCIAL SCIENCE (3.00 credits)

AMH 2010	History of the US to 1877	(3 credits)	
AMH 2020	History of the US since 1877	(3 credits)	
POS 2041	American Federal Government	(3 credits)	

<u>**COMPUTER COMPETENCY REQUIREMENT**</u>
Test type(s) needed:
Computer Competency Test (CCT)
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CGS 1060C	Introduction to Computer Technology & Applications

<u>**MAJOR COURSE REQUIREMENTS (11.00 credits)**</u>

ACG 2011	Principles of Accounting 2	(3 credits)	Corequisite: ACG 2011L
ACG 2011L	Principles of Accounting 2 Lab	(1 credits)	Corequisite: ACG 2011

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ACG 2021	Financial Accounting	(3 credits)	Corequisite: ACG 2021L
ACG 2021L	Financial Accounting Lab	(1 credits)	Corequisite: ACG 2021

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ACG 2071	Managerial Accounting	(3 credits)	Prerequisite: ACG 2011 and ACG 2001 or ACG 2021; Corequisite: ACG 2071L
ACG 2071L	Managerial Accounting Lab	(1 credits)	Prerequisite: ACG 2001, ACG 2011, ACG 2021, ACG 2021L; Corequisite: ACG 2071
ECO 2023	Principles of Economics (Micro)	(3 credits)	

PROGRAM CORE REQUIREMENTS (18.00 credits)
(Students must select one track)

TRACK 1 – DIGITAL MARKETING (18.00 Credits)

MAR 1011	Principles of Marketing	(3 credits)
MAR 1720	Marketing in a Digital World	(3 credits)
MAR 2101	Social Media Marketing	(3 credits)
MAR 2703	Marketing Content, Branding and Strategy	(3 credits)
MAR 2704	Marketing Web Analytics	(3 credits)
MAR 2952	Digital Marketing Capstone	(3 credits)

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TRACK 2 – SALES AND CUSTOMER SERVICE (18.00 Credits)

MAR 1440	Fundamentals of Negotiations	(3 credits)	
MAR 1502	Sales and Consumer Behavior	(3 credits)	
MAR 2419	Technology in Sales	(3 credits)	Prerequisite: MKA 1160
MKA 1022	Relationship Selling	(3 credits)	
MKA 1160	Customer Relationship Management	(3 credits)	
MKA 2024	Organizational Sales Management	(3 credits)	

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TRACK 3 – MARKETING (18.00 Credits)

MAR*
MKA*

OST	2335 Business Writing	(3 credits)

ELECTIVES (16.00 Credits)

ACG*	ECO*	MNA*
BAN*	FIN*	MTB*
BRC*	GEB*	OST*
BUL*	LIS*	PUR*
CGS*	MAN*	QMB*
CIS*	MAR*	REE*
COP*	MKA*	TRA*

ENC 1102	English Composition 2	(3 credits)	Prerequisite: ENC 1101
MAC 2233	Business Calculus	(3 credits)	Prerequisite: MAC 1105 or MAC1106
STA 2023	Statistical Methods	(3 credits)	Prerequisite: MAT 1033♦ or MGF 1131

♦Note: Students must seek advisement for proper mathematics course from discipline chairperson.