



DEGREE

## Associate of Science in Marketing

**Total Credit Hours:** 61-63

**About** Associate of Science in Marketing

The Associate of Science in Marketing provides students with the knowledge and skills required to obtain career-sustaining employment in a marketing profession. Among the many career opportunities in marketing are account executive, buyer, merchandiser, brand manager, retail supervisor, advertising assistant, market researcher, and social media marketing coordinator. The marketing program will equip students with the experience and technical skills necessary for rapid progression into mid-management positions.

### [REQUIREMENTS FOR DEGREE](#)

#### **General Education Requirements**

<b>Course</b>	<b>Course Name</b>	<b>Credits</b>
EN__	English Requirement	3
MA__	Mathematics Requirement	3-4
CS152	Macintosh Applications	3
	Humanities & Fine Arts Requirement	3-4
SI__	Natural & Physical Sciences Requirement	4

#### **Social & Behavioral Science (choose 1)**

SO130	Introduction to Sociology	3
PY120	General Psychology	
PY125	Interpersonal Relations	

#### **Major Requirements**

<b>Course</b>	<b>Course Name</b>	<b>Credits</b>
MK123	Principles of Marketing	3
MK124	Selling	3
MK125	Social Media Marketing	3
MK205	Entrepreneurship	3
MK206	Retailing	3
MK208	International Marketing	3
MK224	Advertising	3
MK292	Marketing Practicum	3
VC101	Introduction to Visual	3

	Communications	
VC125	Digital Graphics: Raster	3
VC126	Digital Graphics: Vector	3
VC128	Design Principles & Elements	3
VC212	Design Studio II	3
SM205	Purchasing	3
<b>Program Total</b>		<b>61-63</b>

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## GENERAL REQUIREMENTS FOR ASSOCIATE DEGREE

Recognizing the necessity for students to succeed in the complex and rapidly changing workplace, Guam Community College offers a general education curriculum that introduces students to major areas of knowledge and methods of inquiry. All degree programs require an interdisciplinary general education component that promotes the development of intellectual skills that enable students to become effective learners and informed citizens. Critical thinking, the use of language and computation, appropriate social skills, global awareness and respect for diverse opinions are among the learning outcomes provided in the general education requirements of each program.

Guam Community College believes that general education provides the academic foundation necessary for students to achieve their life goals. General education is intended to offer students a breadth of quality student learning experiences, encourage their respect for cultural heritage, promote their ethical and responsible social behavior and facilitate their life-long learning.

The General Education program strives to foster student learning and skill development in civic engagement, critical thinking, understanding of the relationship between the individual and society, information literacy, oral communication, quantitative reasoning, and written communication.

Guam Community College believes that high quality general education opportunities for all citizens are necessary for democratic principles and practices to exist and for a sound economy to flourish. The College continually scrutinizes the general education curriculum in order to assure that all degrees and certificates granted by the College support this vision of general education and that it serves as a means to inspire hope, opportunity and responsibility in all its constituencies.

Requirements for General Education follow the options described below. Students declared prior to fall 2010 will follow the requirements indicated in the applicable catalog in which they first declared their major program at the College.

### **Notes on General Education requirements**

Students are advised to check the requirements for their specific programs before taking General Education courses.

Courses chosen to meet the general education requirements may not be used to meet the Major Requirements of a student's specific degree program.

The list contains courses with pre-requisites, so students should make their choices carefully and thoughtfully. Students may consult a counselor or an academic advisor for guidance in choosing any of the course options listed.

**IMPORTANT NOTE:** Some programs require different levels of coursework to meet General Education requirements, please review the individual programs for more information.

### **GENERAL EDUCATION**

#### ***Scope 1: Skills for and Application of Lifelong Learning***

**Freshman Composition (Choose one course from the following to meet the required 3-4 credits)**

<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
EN 110	Freshman Composition	3
EN110A	Freshman Composition with Instructional Lab	4
EN 111	Writing for Research	3
<b>Mathematics (Choose one course from the following to meet the required 3-4 credits)*</b>		
<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
MA 110A	Finite Mathematics	3
MA 115	Fundamentals of College Algebra	3
MA 161A	College Algebra & Trigonometry I	4
*Any college level math will be considered for the completion of this category		
<b>Literacy for Life Skills (Choose one course from the following to meet the required 3 credits)</b>		
<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
CO 110	Critical Thinking for Civic Engagement	3
CS 151	Windows Applications	
CS 152	Macintosh Applications	
<b>Scope 2: Broad Comprehension of the Development of Knowledge, Practice and Interpretation</b>		
<b>Humanities &amp; Fine Arts (Choose one course from the following to meet the required 3-4 credits)*</b>		
<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
ASL 100	American Sign Language I	4
CH 110	Chamorro I	4
ED 265	Culture & Education in Guam	3
EN 125	Introduction to Human Communication and Speech	3
EN 210	Introduction to Literature	3
HI 121	World Civilization (Pre-historic Time to 1500)	3
HI 122	World Civilization (1500 to Present Time)	3
HI 176	Guam History	3
HM 110	Introduction to Community Services	3
HM 201	Social Welfare & Development	3
HU 120	Pacific Cultures	3
HU 220	Guam Cultures & Legends	3
JA 110	Japanese I	4
KE 110	Korean I	4
PI 101	Introduction to Philosophy	3
TH 101	Introduction to the Theater	3
VC 101	Introduction to Visual Communications	3

\*Any foreign language, humanities, or fine arts course will be considered for the completion of this category

**Natural & Physical Sciences (Choose one course and the corresponding lab from the following to meet the required 4 credits)\*\***

<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
SI 101/101L	Introduction to Chemistry (3) & Introduction to Chemistry Laboratory (1)	4
SI 103/103L	Introduction to Marine Biology (3) & Introduction to Marine Biology Laboratory (1)	
SI 105/105L	Introduction to Physical Geology (3) & Introduction to Physical Geology Laboratory (1)	
SI 110/110L	Environmental Biology (3) & Environmental Biology Laboratory (1)	
SI 141	Applied Physics I	
SI 150/150L	Introduction to Microbiology (3) &	

SI131/131L	Introduction to Microbiology Laboratory (1) Human Anatomy & Physiology I (3) & Human Anatomy & Physiology I Laboratory (1)
SI132/132L	Human Anatomy & Physiology II (3) & Human Anatomy & Physiology II Laboratory (1)

\*\*The exception to this would be SI141 which does not include a laboratory requirement

**Scope 3: Preparation for and Acceptance of Responsible Participation in Civil Society**  
**Social & Behavioral Sciences (Choose one course from the following to meet the required 3 credits)**

Course #	Course Name	Credits
EC 110	Principles of Economics	3
PS140	American Government	3
PY 100	Personal Adjustment	3
PY 120	General Psychology	3
PY 125	Interpersonal Relations	3
SO 130	Introduction to Sociology	3
CJ 100	Introduction to Criminal Justice	3
WG 101	Introduction to Women and Gender Studies	3

\*Any social and behavioral science course will be considered for the completion of this category

**Minimum General Education Requirements 19**

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[SUGGESTED SEQUENCE OF COURSES](#)

Year 1			Year 2		
Semester 1			Semester 2		
Course	Course Name	Credits	Course	Course Name	Credits
EN__	English Requirement	3	MK124	Selling	3
MK123	Principles of Marketing	3	MK206	Retailing	3
CS152	Macintosh Applications	3	MA__	Mathematics Requirement	3-4
VC125	Digital Graphics: Raster	3	VC101	Introduction to Visual Communications	3
VC126	Digital Graphics: Vector	3	VC128	Design Principles & Elements	3
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15-16</b>
Year 2			Year 3		
Semester 3			Semester 4		
Course	Course Name	Credits	Course	Course Name	Credits
MK125	Social Media Marketing	3	MK205	Entrepreneurship	3
MK208	International Marketing	3		Humanities & Fine Arts Requirement	3-4
MK224	Advertising	3	VC212	Design Studio II	3
SM205	Purchasing	3	MK292	Marketing Practicum	3
SI__	Natural & Physical Sciences	4		Social & Behavioral Sciences	3

## Associate of Science in Marketing

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	Requirement Total	16		Requirement Total	15-16
Year 1 Total		30-31	Year 2 Total		31-32
<b>Program Total</b>					<b>61-63</b>

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### [Student Learning Outcomes](#)

Upon successful completion of the AS in Marketing program, students will be able to:

1. Assess which marketing communication platforms will most effectively meet the needs of the marketplace.
2. Design a strategic marketing plan for a new or existing business.
3. Apply technical skills required to obtain career-sustaining marketing positions.

### [Success Stories](#)



#### [Amanda Antolin](#) [1]

My experience at GCC was something that I'm grateful for. I was able to enhance my skills and knowledge in visual communications, and have a better understanding and appreciation for the marketing field. To all the faculty and staff at Guam Community College, I'd like to say, 'Thank you!' for all your hard work and dedication to help the people of Guam achieve their dreams and goals.

**Check out some of these amazing Associate of Science in Marketing courses...**

#### **MK208 International Marketing**

International Marketing is ideal for students wishing to work for multi-national corporations, particularly those operating in Asia, or students interested in taking advantage of import/export opportunities in the Pacific Region. Students will be able to analyze the global marketing environment, formulate multinational marketing strategies, and understand how goods and services move between countries.

[+ More Info](#) [2]

### **MK205 Entrepreneurship**

This course is an overview of the role of entrepreneurial businesses and its impact on the global economy. Students will evaluate skills and commitment necessary to successfully start and maintain a business

[+ More Info](#) [3]

### **MK125 Social Media Marketing**

Social media is not just for personal socializing anymore. It is one of the hottest trends in the marketing field right now, and is essential in today's marketing success for any business. Students will gain valuable skills in social media marketing. This course will focus on implementation of social media marketing strategies across multiple platforms, to develop a winning social media marketing plan.

[+ More Info](#) [4]

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You may also be interested in these related Programs...



[5]

### [Associate of Science in Visual Communications](#) [5]

The Associate of Science in Visual Communications focuses on the creative elements in the world of technology. Three major areas are addressed in this program: print, video and interactive media. Although the areas of study are different in delivery, they incorporate skills that are common to all. The curriculum is geared towards training students to enter the professional industry.

[+ More Info](#) [5]