

## Career Pathway

### Associate in Applied Science Degree in Marketing and Management

**Program Purpose:** Graduates will demonstrate (1) basic knowledge in marketing and management that will prepare them to obtain an entry-level position within the field and (2) competency in communication, critical thinking, quantitative analysis, and technological applications

**Program Description:** The program prepares students for immediate job entry into the career field of marketing and management. For those students who wish to transfer to a university, please see an academic advisor about taking additional courses.

# What's *your* career path?



Sales Agent?  
Promotions Manager?  
College Degree?

Related Degree Programs
<p><b>Arizona State University:</b> Bachelor of Science (B.S.) in Management, Bachelor of Science (B.S.) in Management with a concentration in Entrepreneurship, Bachelor of Science (B.S.) in Marketing</p>
<p><b>Northern Arizona University</b> Bachelor of Science in Business Administration (B.S.B.A.) in Management, Bachelor of Science in Business Administration (B.S.B.A.) in Marketing</p>
<p><b>University of Arizona</b> Bachelor of Science in Business Administration (B.S.B.A), Marketing Major, Bachelor of Science in Business Administration (B.S.B.A), Marketing Minor, Ph.D. in Marketing</p>

Related Occupations Based on Level of Education	
Community College or Technical School	Sales Representative, Sales Agents, Public Relations Specialist
4-yr College or University	Advertising, Marketing, Promotions, Public Relations, or Sales Manager
Salary Range	\$33,000 - \$120,000 a year



Yuma/La Paz Tech Prep Consortium  
P.O. Box 929 • Yuma, Arizona 85366  
(928) 344-7754 • Fax: (928) 317-6108





Student Name: \_\_\_\_\_

School: \_\_\_\_\_

Counselor Name: \_\_\_\_\_

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GRADE	English/ Language Arts	Math	Phys Ed, Health, Social Studies	Science	Program Electives	Total Credits	Related CTSO Program	Notes			
<b>8th grade parent / student night</b>											
<b>SECONDARY</b>	Freshman	English I	Algebra I	↻ Physical Education I ↻ Health	Biology	Exploring Business	Computer Applications I Computer Applications II	<b>6</b>	  		
	Sophomore	English II	Algebra II	World History	Chemistry	Business Mgmt Principles Physical Education II	Advanced Computer Applications	<b>6</b>			
	<b>In 10th grade, assess for college readiness by taking the AWC Accuplacer (college placement test)</b>										
	Junior	English III	Geometry	US History	Physics	Marketing	Business Multimedia	<b>6</b>			
<b>In 11th grade, assess for college readiness by taking the AWC Accuplacer (college placement test)</b>											
Senior	English IV	Math Analysis	↻ Government ↻ Economics	Advanced Marketing	On-the-Job Training	On-the-Job Training	<b>6</b>	<b>24 Total Credits</b>			

### Courses needed to complete A.A.S. in Marketing and Management at Arizona Western College

GRADE	Freshman Composition	Math	Social & Behavioral Sciences	Arts & Humanities	Physical & Biological Sciences	Major Requirements			Total Credits	Notes
1st Semester (Fall)	ENG 101: Freshman Composition I (3 cr)	■ MAT 105 (completed during HS)			Physical & Biological Sciences (4 cr)	BUA 100: Survey of Business (3 cr)	BUA 110: Business Application Concepts (3 cr)	CIS 120: Intro to Computer Info Systems (3 cr)	<b>19</b> <i>(3 completed during HS)</i>	ECN 240 & ECN 250 require ENG 101 eligibility or higher and MAT 142 eligibility or higher
2nd Semester (Spring)	ENG 102: Freshman Composition II (3 cr)		Social & Behavioral Sciences (3 cr)			BUA 230: Business Law (3 cr)	ACC 111 or ACC 211 (3 cr)	ECN 100 or ECN 240 or ECN 250 (3 cr)	<b>15</b>	
3rd Semester (Fall)				Arts & Humanities (3 cr)	BUA 290: Business Communications (3 cr)	BUA 109: Principles of Human Relations (3 cr)	MGT 140: Small Business Management (3 cr)	MGT 250: Personnel Supervision (3 cr)	<b>15</b>	
4th Semester (Spring)	Options (3 cr)				General Elective (Consult with your advisor) (3 cr)	MGT 220: Principles of Retailing (3 cr)	MKT 110: Principles of Marketing (3 cr)	MKT 230: Principles of Advertising (3 cr)	<b>15</b>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 20%;"> <ul style="list-style-type: none"> <li>● Dual Enrollment Course</li> <li>■ Concurrent Enrollment Course</li> <li>▼ Pre-Requisite / Co-Requisite Required</li> <li>◆ Pre - Requisite / Co-Requisite Course</li> </ul> </div> <div style="width: 40%;"> <div style="display: flex; justify-content: space-around; font-size: small;"> <div style="text-align: center;"> <span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Electives                 </div> <div style="text-align: center;"> <span style="display: inline-block; width: 10px; height: 10px; background-color: #fff2cc; border: 1px solid black; margin-right: 5px;"></span> Required                 </div> <div style="text-align: center;"> <span style="display: inline-block; width: 10px; height: 10px; background-color: #c8e6c9; border: 1px solid black; margin-right: 5px;"></span> A.A.S. General Requirement                 </div> <div style="text-align: center;"> <span style="display: inline-block; width: 10px; height: 10px; background-color: #bbdefb; border: 1px solid black; margin-right: 5px;"></span> Recommended Elective                 </div> <div style="text-align: center;"> <span style="display: inline-block; width: 10px; height: 10px; background-color: #e0e0e0; border: 1px solid black; margin-right: 5px;"></span> Required Elective                 </div> </div> </div> <div style="width: 30%; text-align: center;"> <p><b>64 Total Credits</b> <i>(3 completed during HS)</i></p> </div> </div>										