

Associate of Science in Marketing

Program Mission

The mission of the Marketing program is to develop a marketing workforce addressing the emergent needs of a continually changing economic business environment in Micronesia.

Program Description

The Associate of Science Degree 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.

Program Student Learning Outcomes (SLOs):

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.

General Education Requirements		
Course #	Course Name	Credits
ENXXX	English Composition Requirement	3
MAXXX	Mathematics Requirement	3-4
CS152	Macintosh Applications	3
XXXXX	Humanities & Fine Arts Requirement	3-4
XXXXX	Natural & Physical Sciences Requirement	4
Social & Behavioral Science (choose 1)		
SO130	Introduction to Sociology	3
PY120	General Psychology	
PY125	Interpersonal Relations	
Total		19-21
Technical Requirements		
Course #	Course Name	Credits
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
Related Technical and General Education Requirements		
Course #	Course Name	Credits
MK292	Marketing Practicum	3
VC101	Introduction to Visual Communications	3
VC125	Digital Graphics: Raster	3
VC126	Digital Graphics: Vector	3
VC128	Design Principles & Elements	3
VC212	Design Studio II	3
SM205	Purchasing	3
Total		42
Program Total		61-63

Associate of Science in Marketing – Semester Breakdown

Year 1			Year 2		
Semester 1			Semester 3		
Course #	Course Name	Credits	Course #	Course Name	Credits
ENXXX	English Composition Requirement	3	MK125	Social Media Marketing	3
MK123	Principles of Marketing	3	MK208	International Marketing	3
CS152	Macintosh Applications	3	MK224	Advertising	3
VC125	Digital Graphics: Raster	3	SM205	Purchasing	3
VC126	Digital Graphics: Vector	3	XXXXX	Natural & Physical Sciences Requirement	4
Total		15	Total		16
Semester 2			Semester 4		
Course #	Course Name	Credits	Course #	Course Name	Credits
MK124	Selling	3	MK205	Entrepreneurship	3
MK206	Retailing	3	XXXXX	Humanities & Fine Arts Requirement	3-4
MAXXX	Mathematics Requirement	3-4	VC212	Design Studio II	3
VC101	Introduction to Visual Communications	3	XXXXX	Social & Behavioral Sciences Requirement	3
VC128	Design Principles & Elements	3	MK292	Marketing Practicum	3
Total		15-16	Total		15-16
Year 1 Total		30-31	Year 2 Total		31-32
Program Total				61-63	