



DEGREE

Associate of Science in Marketing

Total Credit Hours: 61-62

About Associate of Science in Marketing

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.

[REQUIREMENTS FOR DEGREE](#)

General Education Requirements

| Course | Course Name | Credits |
|---------------|---|----------------|
| EN__ | English Requirement | 3 |
| MA110A | Finite Mathematics | 3 |
| CS152 | Macintosh Applications | 3 |
| VC101 | Introduction to Visual Communications | 3 |
| SI__ | Natural & Physical Sciences Requirement | 4 |

Social & Behavioral Science (choose 1)

| | | |
|-------|---------------------------|---|
| SO130 | Introduction to Sociology | 3 |
| PY120 | General Psychology | |
| PY125 | Interpersonal Relations | |

Major Requirements

| Course | Course Name | Credits |
|---------------|-------------------------|----------------|
| MK123 | Principles of Marketing | 3 |
| MK124 | Selling | 3 |
| MK125 | Social Media Marketing | 3 |

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|-------------------------------------|------------------------------|--------------|
| MK205 | Entrepreneurship | 3 |
| MK206 | Retailing | 3 |
| MK208 | International Marketing | 3 |
| MK224 | Advertising | 3 |
| MK292 | Marketing Practicum | 3 |
| VC125 | Digital Graphics: Raster | 3 |
| VC126 | Digital Graphics: Vector | 3 |
| VC128 | Design Principles & Elements | 3 |
| Electives Courses (Choose 3) | | |
| OA211 | Business Communication | 3 |
| SM205 | Purchasing | 3 |
| SM220 | Management Skill Development | 3 |
| VC211 | Design Studio I | 3 |
| VC212 | Design Studio II | 3 |
| Program Total | | 61-62 |

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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) | | |
| Course # | Course Name | Credits |
| EN 110 | Freshman Composition | 3 |
| EN110A | Freshman Composition with Instructional Lab | 4 |
| EN 111 | Writing for Research | 3 |
| Mathematics (Choose one course from the following to meet the required 3-4 credits)* | | |
| Course # | Course Name | Credits |
| MA 110A | Finite Mathematics | 3 |
| MA 115 | Fundamentals of College Algebra | 3 |
| MA 161A | College Algebra & Trigonometry I | 3 |
| *Any college level math will be considered for the completion of this category | | |
| Literacy for Life Skills (Choose one course from the following to meet the required 3 credits) | | |
| Course # | Course Name | Credits |
| CO 110 | Critical Thinking for Civic Engagement | 3 |
| CS 151 | Windows Applications | |
| CS 152 | Macintosh Applications | |
| Scope 2: Broad Comprehension of the Development of Knowledge, Practice and Interpretation | | |
| Humanities & Fine Arts (Choose one course from the following to meet the required 3-4 credits)* | | |
| Course # | Course Name | Credits |
| ASL 100 | American Sign Language I | 4 |
| CH 110 | Chamorro I | 4 |
| ED 265 | Culture & Education in Guam | 3 |
| CO 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: Global Challenges | 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)** | | |
| Course # | Course Name | Credits |
| SI 101/101L | Introduction to Chemistry: Theory (3) & Introduction to Chemistry Laboratory (1) | 4 |
| SI 103/103L | Introduction to Marine Biology: Theory (3) & Introduction to Marine | |

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|-------------|--|
| SI 105/105L | Biology Laboratory (1) Introduction to Physical Geology (3) & Introduction to Physical Geology Laboratory (1) |
| SI 110/110L | Environmental Biology: Theory (3) & Environmental Biology Laboratory (1) |
| SI 141 | Applied Physics I |
| SI 150/150L | Introduction to Microbiology: Theory (3) & Introduction to Microbiology Laboratory (1) |
| SI131/131L | Human Anatomy & Physiology I: Theory (3) & Human Anatomy & Physiology I Laboratory (1) |
| SI132/132L | Human Anatomy & Physiology II: Theory (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

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SUGGESTED SEQUENCE OF COURSES

This suggested sequence of courses is based on the 2024-2025 College Catalog.

| 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 | MA110A | Mathematics Requirement | 3 |
| VC125 | Digital Graphics: Raster | 3 | VC101 | Introduction to Visual Communications | 3 |
| VC126 | Digital Graphics: Vector | 3 | VC128 | Design Principles & Elements | 3 |
| Total | | 15-16 | Total | | 15 |
| Year 2 | | | Year 3 | | |
| Semester 3 | | | Semester 4 | | |
| Course | Course Name | Credits | Course | Course Name | Credits |
| MK125 | Social Media | 3 | MK205 | Entrepreneurship | 3 |

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| | | | | | |
|----------------------|--|-----------|-------------------------------|---|--------------|
| MK208 | Marketing International Marketing | 3 | PY120 OR PY125 OR SO130 | General Psychology OR Interpersonal Relations OR Introduction to Sociology | 3 |
| MK224 | Advertising | 3 | MK292 | Marketing Practicum | 3 |
| SI__ | Natural & Physical Sciences Requirement Elective | 4 3 | | Elective | 3 |
| | Total | 16 | | Total | 15 |
| Program Total | | | | | 61-62 |

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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.

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



[2]

[Associate of Science in Visual Communications](#) [2]

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](#) [2]