

Semester 1

Course ID	Course Title	Credits	Pre/Co-requisites
ENC 1101	English Composition I	3	Prerequisite: Student must meet the Developmental Education reading and writing requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption).
MMAC 1105	College Algebra	3	Prerequisite: MAT 1033♦ ♦Students must seek advisement for proper mathematics course from discipline chairperson.
Program Core Requirement	MAR*, MKA*	9	Departmental Recommendation: MAR 1011*, MAR 1720*, MAR 2101*, MAR 2704*, MAR 2703*, MAR 2952*
Semester Credits		15	

Semester 2

Course ID	Course Title	Credits	Pre/Co-requisites
Program Core Requirement	MAR*, MKA*	6	Departmental Recommendation: MAR 1011*, MAR 1720*, MAR 2101*, MAR 2704*, MAR 2703*, MAR 2952*
Elective	ACG*, BAN*, BRC*, BUL*, CIS*, COP*, FIN*, GEB*, LIS*, MAN*, MAR*, MKA*, MNA*, MTB*, PUR*, QMB*, REE*, TRA*, ENC 1102	3	Departmental Recommendation: MAR 1011*, MAR 1720*, MAR 2101*, MAR 2704*, MAR 2703*, MAR 2952*
Natural Science	AST 1002, BSC 1005, CHM 1020 ESC 1000, EVR 1001, PHY 1020	3	
STA 2023	Statistical Methods	3	Prerequisite: MAT 1033* or MGF 1131 ♦Students must seek advisement for proper mathematics course from discipline chairperson.
Semester Credits		15	

Semester 3

Course ID	Course Title	Credits	Pre/Co-requisites
MAC 2233	Business Calculus	3	Prerequisite: MAC 1105 or Mac 1106
Humanities	ARH 1000, HUM 1020, LIT 2000, MUL 1010 PHI 2010, THE 2000	3	Prerequisite for LIT 2000: ENC 1101
OST 2335	Business Writing	3	
ECO 2013	Principles of Economics (Macro)	3	Prerequisites: ENC 1101 and MAT 1033♦ ♦Students must seek advisement for proper mathematics course from discipline chairperson.
Semester Credits		12	

Semester 4

Course ID	Course Title	Credits	Pre/Co-requisites
AMH 2020 --OR-- POS 2041	History of the US Since 1877 --OR-- American Federal Government	3	
ACG 2021	Financial Accounting	3	Corequisite: ACG 2021L
ACG 2021L	Financial Accounting Lab	1	Corequisite: ACG 2021
ECO 2023	Principles of Economics (Macro)	3	Prerequisite: MAT 1033♦ ♦Students must seek advisement for proper mathematics course from discipline chairperson.
Semester Credits		10	

Semester 5

Course ID	Course Title	Credits	Pre/Co-requisites
ACG 2071	Managerial Accounting	3	Corequisite: ACG 2071L
ACG 2071L	Managerial Accounting Lab	1	Corequisite: ACG 2071
CGS 1060C	Introduction to Computer Technology & Application	4	
Semester Credits		8	
Program Total		60	

Academic Pathway at MDC: The AS in Marketing is a pathway to the [BAS in Supervision and Management](#).

★ Course leads to a [College Credit Certificate \(CCC\) in Digital Marketing Specialist](#) and [College Credit Certificate \(CCC\) in Digital Marketing Strategy](#). To learn more about the courses listed see [College Catalog](#).

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ENC 1101	English Composition I	3	Prerequisite: Student must meet the Developmental Education reading and writing requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption).
MAC 1105	College Algebra	3	Prerequisite: MAT 1033* *Students must seek advisement for proper mathematics course from discipline chairperson.
MAR 1011*	Principles of Marketing	3	
MAR 1720*	Marketing in a Digital World	3	
MAR 2703*	Marketing Content, Branding and Strategy	3	
Semester Credits		15	

Semester 2

Course ID	Course Title	Credits	Pre/Co-requisites
MAR 2101*	Social Media Marketing	3	
MAR 2704*	Marketing Web Analytics	3	
MAR 2952*	Digital Marketing Capstone	3	
ENC 1102	English Composition 2	3	Prerequisite: ENC 1101
STA 2023	Statistical Methods	3	Prerequisite: MAT 1033* or MGF 1131 *Students must seek advisement for proper mathematics course from discipline chairperson.
Semester Credits		15	

Semester 3

Course ID	Course Title	Credits	Pre/Co-requisites
Natural Science	AST 1002, BSC 1005, CHM 1020 ESC 1000, EVR 1001, PHY 1020	3	
Humanities	ARH 1000, HUM 1020, LIT 2000, MUL 1010 PHI 2010, THE 2000	3	Prerequisite for LIT 2000: ENC 1101
ECO 2013	Principles of Economics (Macro)	3	Prerequisites: ENC 1101 and MAT 1033* *Students must seek advisement for proper mathematics course from discipline chairperson.
Elective	ACG*, BAN*, BRC*, BUL*, CGS*, CIS*, COP*, ECO*, FIN*, GEB*, LIS*, MAN*, MAR*, MKA*, MNA*, MTB*, OST*, PUR*, QMB*, REE*, TRA*, MAC 2233	3	Note: Check with advisor for requisite information.
Semester Credits		12	

Semester 4

Course ID	Course Title	Credits	Pre/Co-requisites
AMH 2020 --OR-- POS 2041	History of the US Since 1877 --OR-- American Federal Government	3	
ACG 2021	Financial Accounting	3	Corequisite: ACG 2021L
ACG 2021L	Financial Accounting Lab	1	Corequisite: ACG 2021
ECO 2023	Principles of Economics (Macro)	3	Prerequisite: MAT 1033* *Students must seek advisement for proper mathematics course from discipline chairperson.
Semester Credits		10	

Semester 5

Course ID	Course Title	Credits	Pre/Co-requisites
ACG 2071	Managerial Accounting	3	Prerequisite: ACG 2011 and ACG 2001 or ACG 2021; Corequisite ACG 2071L
ACG 2071L	Managerial Accounting Lab	1	Corequisite: ACG 2071
CGS 1060C	Introduction to Computer Technology & Application	4	
Semester Credits		8	
Program Total		60	

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Course ID	Course Title	Credits	Pre/Co-requisites
ENC 1101	English Composition I	3	Prerequisite: Student must meet the Developmental Education reading and writing requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption).
MAC 1105	College Algebra	3	Prerequisite: MAT 1033♦ ♦Students must seek advisement for proper mathematics course from discipline chairperson.
MAR 1440	Fundamentals of Negotiation	3	
CGS 1060C	Introduction to Computer Technology & Application	4	
Semester Credits		13	

Semester 2

Course ID	Course Title	Credits	Pre/Co-requisites
Humanities	ARH 1000, HUM 1020, LIT 2000, MUL 1010 PHI 2010, THE 2000	3	Prerequisite for LIT 2000: ENC 1101
MKA 1160	Customer Relationship Management	3	
ENC 1102	English Composition 2	3	Prerequisite: ENC 1101
STA 2023	Statistical Methods	3	Prerequisite: MAT 1033* or MGF 1131 ♦Students must seek advisement for proper mathematics course from discipline chairperson.
Semester Credits		12	

Semester 3

Course ID	Course Title	Credits	Pre/Co-requisites
Natural Science	AST 1002, BSC 1005, CHM 1020 ESC 1000, EVR 1001, PHY 1020	3	
MAR 1502	Sales and Consumer Behavior	3	
ECO 2013	Principles of Economics (Macro)	3	Prerequisites: ENC 1101 and MAT 1033♦ ♦Students must seek advisement for proper mathematics course from discipline chairperson.
Elective	ACG*, BAN*, BRC*, BUL*, CGS*, CIS*, COP*, ECO*, FIN*, GEB*, LIS*, MAN*, MAR*, MKA*, MNA*, MTB*, OST*, PUR*, QMB*, REE*, TRA*, MAC 2233	3	Note: Check with advisor for requisite information.
Semester Credits		12	

Semester 4

Course ID	Course Title	Credits	Pre/Co-requisites
AMH 2020 --OR-- POS 2041	History of the US Since 1877 --OR-- American Federal Government	3	
ACG 2021	Financial Accounting	3	Corequisite: ACG 2021L
ACG 2021L	Financial Accounting Lab	1	Corequisite: ACG 2021
ECO 2023	Principles of Economics (Macro)	3	Prerequisite: MAT 1033♦ ♦Students must seek advisement for proper mathematics course from discipline chairperson.
MKA 1022	Relationship Selling	3	
Semester Credits		13	

Semester 5

Course ID	Course Title	Credits	Pre/Co-requisites
ACG 2071	Managerial Accounting	3	Prerequisite: ACG 2011 and ACG 2001 or ACG 2021; Corequisite ACG 2071L
ACG 2071L	Managerial Accounting Lab	1	Corequisite: ACG 2071
MAR 2419	Technology in Sales	3	Prerequisite: MKA 1160
MKA 2024	Organizational Sales Management	3	
Semester Credits		10	
Program Total		60	

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