



# Program Map



## Marketing - Associate in Applied Science

*Area of Study: Business & Entrepreneurship*

Market conditions are always evolving. To efficiently manage this constant state of evolution, marketers must be sharp and in-the-know. Whether conducting research or creating campaigns, marketers must showcase a range of skills to be the voice of a business or organization. Clark faculty are informed about market trends and provide students with foundational skills that can be used in manufacturing, distribution, advertising, public relations, sales, and retail fields

> Free [Tutoring Services](#) are available to support you throughout your degree completion.

*Program maps are suggested academic plans and should not be used in the place of regular academic advising. Your student entry method, placement, course availability, and program requirements are subject to change and transfer credit(s) may change your map/plan.*

### Year One

#### Fall Term

- BUS& 101 Introduction to Business ..... 5
- BUS 102 Business Math Applications ..... 5
- ENGL& 101 English Composition I ..... 5
- COLL 101 Intro to Clark ..... 2

#### Winter Term

- ACCT 129 Basic Accounting Procedures ..... 5
- BUS 148 Business Professional Self Development ..... 3
- BUS 150 Computer Business Applications ..... 5
- MGMT 101 Principles of Management ..... 3

#### Spring Term

- BUS 117 Advertising ..... 3
- BUS 199 Cooperative Work Experience ..... 3
- BUS 251 Professional Selling ..... 3
- BUS 260 Principles of Marketing ..... 5

### Year Two

#### Fall Term

- BUS 105 Intro to International Business ..... 3
- BUS 110 Customer Service ..... 3
- MGMT 103 Applied Management Skills ..... 3
- MGMT 126 Project Management ..... 4

#### Winter Term

- BUS& 201 Business Law ..... 5
- CMST& 220 Public Speaking OR CMST& 230 Small Group Communications ..... 5
- MGMT 226 Project Management Standards & Planning I ..... 5

#### Spring Term

- BUS 199 Cooperative Work Experience ..... 2
- GEOL&101 Geology, BIOL& 175 Human Biology, ASTR&101 Astronomy, METR101 Meteorology^ ..... 5
- Any HPE3 or (Health2 + PE1 combination) ..... 3
- MGMT 227 Project Management Standards & Planning II ..... 5

**90 units required.** [View the Clark College Catalog for additional program information.](#)

**Key** ^ Alternative classes are available to fit your schedule or interest. & Common Course in the State of Washington.

### Approximate Costs Each Term

Tuition \$1490\* for 15 credits per term plus books, supplies, and miscellaneous fees. \*Tuition based on Washington resident rates. [View residency classifications on our website.](#)

### Customize with Advising

Make an appointment online with Advising Services to learn more about customizing your academic plan at [clark.edu/advising](http://clark.edu/advising).

### How to Enroll

Visit Clark College's Welcome Center in Gaiser Hall room 127 or the [Get Started webpage](#) for information on becoming a new student. Email [start@clark.edu](mailto:start@clark.edu) or call 360-992-2078.

[Apply for Admission](#)

## Support Services

At Clark College, we know that everyone who walks through our doors is a unique person with diverse, interesting and sometimes challenging circumstances. We are committed to ensuring each and every student can succeed at Clark, and are committed to serving systemically non-dominant communities, including (but not limited to) people of color, those who identify as LGBTQIA2S+ and people with disabilities. We have resource centers, clubs, programs and activities for all students.

Visit our [Student Support](#) page for more information.

## Funding Options at Clark

There are many resources available to help students cover the costs to attend college—tuition, books, fees, tools, transportation, childcare, etc.—so you can focus on completing your degree or certificate.

**Grants** Based on need. You do not need to pay back grants.

**Scholarships** Similar to grants, and there are different criteria; Clark College awards hundreds of thousands of dollars to students each year. We encourage everyone to apply!

**Student Employment & Work Study** Money you earn through working part-time; this helps to reduce your reliance on loans, and build your skills and resume.

**Loans** If you do need to borrow additional funds to pay for college-related expenses, you can consider loans. It is money you borrow and will pay back with interest.

**Specific Assistance** For Veterans, worker retraining, DREAMers, students receiving DSHS benefits, and more.

For more information, visit our [paying for college website](#) or visit the *Office of Financial Aid in Gaiser Hall room 101*.

## Career Opportunities

Career exploration and planning is an essential step to establishing your academic journey at Clark College and beyond. Career Services connects you with resources and strategies for career planning in six areas: knowing self; career awareness; relationship building and networking; work-based learning; job-search skills; and career readiness competencies. You are encouraged to participate in *MyPlan*, a comprehensive and interactive guide with activities to support your career, academic, and financial wellness planning. Visit [Career Services](#) in the *Penguin Union Building room 002*.

Students who complete the **Marketing Associates of Applied Science** degree could be employed in a variety of industries as: *Some careers may require a bachelor's degree or higher*

**Market Research Analyst/Assistant**  
**Event Planner Assistant**  
**Marketing Coordinator or Assistant**  
**Program Coordinator**

**Sales Manager/Representative**  
**Advertising Assistant**  
**Promotions Assistant**  
**Retail Associate**

Career exploration information created by Clark Faculty and Staff.



*Clark College does not discriminate on the basis of race, color, national origin, age, perceived or actual physical or mental disability, pregnancy, genetic information, sex, sexual orientation, gender identity, marital status, creed, religion, honorably discharged veteran or military status, or use of a trained guide dog or service animal in its programs and activities, in accordance with state and federal laws. The responsibility for and the protection of this commitment extends to students, faculty, administration, staff, contractors and those who develop or participate in college programs. It encompasses every aspect of employment and every student and community activity. The following person has been designated to handle inquiries regarding non-discrimination policies: Vice President of Diversity, Equity, and Inclusion, Gaiser Hall (GHL) 220, 360-992-2757, or 360-991-0901 (video phone).*

*Alternate format of this document is available upon request. Please contact Disability Support Services at 360-992-2314, or 360-991-0901 (video phone).*

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