



Suggested Schedule to Associate of Applied Science in General Business - Marketing Track

This pathway meets requirements for the AAS in General Business - Marketing Track. While completing the AAS degree, students will also earn a Certificate in Marketing. This sample schedule assumes a fall start. If you wish to take alternate courses not listed below please meet with a North advisor to confirm you're still meeting certificate requirements.

Before You Start

- [Pre-College Math](#) or ABE Adult Basic Education (if needed).
- [Pre-College English](#), ABE Adult Basic Education or [ESL English as a Second Language](#) (if needed).

To Do

- Explore placement options: take the [Math and English placement tests](#) if needed.
- Transfer previous college credits to [North](#).
- Attend New Student Orientation.
- Apply for [Financial Aid](#) and follow up on application with the financial aid office.
- Visit startnextquarter.org to find out if Workforce Education funding is available for you.
- Explore Prior Learning Assessment (PLA) options if you have significant professional industry training.

Year One

Credits

Quarter 1

- ENGL& 101 English Composition I.....5
- BUS& 101 Introduction to Business.....5
- BUS 236 Interpersonal Communication
in the Workplace5

Quarter 2

- BUS 112 Multi-Cultural Issues in
the American Workplace.....5
- ACCT& 201 Principles of Accounting I.....5
- BUS 169 Using Computers in Business or
BUS 124 Excel for Business*5

Quarter 3

- ACCT& 202 Principles of Accounting II.....5
- BUS& 201 Business Law5
- BUS 210 Business and Economic Statistics.....5

Year Two

Quarter 4

- BUS 114 Introduction to Marketing5
- BUS 118 Project Management
Introduction and Overview.....5
- Natural World Lab course.....5

Quarter 5

- BUS 226 Advertising5
- BUS 227 Digital Marketing.....5
- BUS 151 Introduction to Entrepreneurship or
any other business elective.....5

Quarter 6

- BUS 228 Social Media Marketing5
- CWE 110 Internship.....3
- CWE 101 Portfolio, Preparation and Workplace Success.....2
- US Cultures or Global Studies.....5

Total Credits Required: 90

Quarter 1

- Schedule an appointment with your assigned advisor in [Starfish](#) to meet and discuss your goals.
- Drop by the [Library](#) to get help with research; check out resources; access computers and study space; and create media projects.
- Visit the Student Learning Center to learn about tutoring services offered in-person and online.
- Check out campus life: student clubs, Equity & Welcome Center, Fitness Center, etc.
- Attend the Marketing Career Fair to learn about job opportunities.

Quarter 2

- Create an educational plan with your assigned advisor.
- Visit Career Services office in the OCE&E building to learn about career/job exploration resources.
- Attend an "Exploring Careers and Majors Workshop" or meet with a counselor.
- Apply for financial aid for the upcoming academic year in Winter or Spring quarter to maximize your funding options.
- *Talk to the program coordinator to decide if you should take BUS 169 or BUS 124.

Quarter 3

- Attend a resume workshop and create a resume.
- Apply for the Seattle Colleges Foundation Scholarship and other scholarships.
- Consider Student Leadership positions and other on-campus jobs.
- Conduct informational interviews and do job shadowing at various marketing agencies.

Quarter 4

- Update your educational plan with your assigned advisor.
- Update your resume for job search and attend an interview prep workshop.
- Conduct informational interviews and do job shadowing at various marketing agencies.
- Create a LinkedIn profile and clean up your online presence.
- Research internship options and career opportunities.
- Develop networking opportunities (i.e. volunteer work, internships, professional organizations).
- Connect with the [internship coordinator](#).

Quarter 5

- Research future education options such as the BAS in International Business.
- Attend career fairs on campus and other employer-career events
- Apply for graduation for the AAS degree and Certificate in Marketing with your assigned advisor.
- Ensure all Academic Exception paperwork is submitted (such as course substitutions, transfer credit, and PLA) as needed.

Quarter 6

- Order cap and gown for commencement and join alumni association.
- Attend on-campus graduation fair and commencement ceremony.
- Add your classmates on LinkedIn to grow your network and keep in touch.



About the Map

This pathway meets requirements for the AAS in General Business - Marketing Track. While completing the AAS degree, students will also earn a Certificate in Marketing. Completion of this pathway opens doors to a variety of careers in sectors including non-profit, business, government, entertainment, and education.

Students in this pathway gain a foundation in general business with a focus on marketing. They have an opportunity to explore advertising, digital/online marketing, and social media platforms. This program develops skills such as building a strategic marketing and integrated communications plan, creating brand awareness for any organization, managing data-driven marketing campaigns, generating leads and revenue, budget planning, and helping you interact and build connections with your customers. Competencies in these areas consistently rank at the top of employer wish lists.

Career Opportunities

- Marketing Communications Specialist / Manager
- Social Media Specialist / Manager
- Content Manager
- Digital Marketing Specialist
- Marketing Analyst
- Product Marketing Associate Manager / Manager
- Advertising: Account Manager, Media Planner, Brand Strategist
- Search Engine Optimization (SEO) Specialist / Manager

A Bachelor's degree or higher may be required for some careers listed above. For current employment and wage estimates, please visit and search at www.bls.gov/oes.

Approximate Costs Each Quarter

Tuition & fees for:

WA state residents.....	\$1555
International students.....	\$3298
Books, supplies, and miscellaneous fees.....	\$475

***Please note that these costs are estimates and may vary.**

Apply for Financial Aid and Other Funding

All students in need should apply for financial aid – do not assume you are not eligible! Visit <https://northseattle.edu/financial-aid> to learn more about the application steps and types of financial aid available, including grants and scholarships you don't have to pay back. Take the Start Next Quarter survey to find out if you are eligible for workforce education funding.

Some students may be eligible for Workforce Education tuition assistance programs depending on program of study, family income and family size, DSHS assistance, unemployment/employment status of self or spouse, or veteran status. Take this short survey to find out if you pre-qualify for funding at: www.StartNextQuarter.org.

Which quarter can I begin?

Any.

Length of Program

90 credits = 6 quarters.

Class Times/Delivery Format?

North offers courses on-campus in the day time, evenings, online, or hybrid (part on-campus, part online), Monday-Friday and occasional Saturdays.

Find Out More

Visit <https://northseattle.edu/programs/general-business> to learn more about this program, or contact the Business and Accounting Area of Study Advisor at advisornorth@seattlecolleges.edu or 206-934-3658.

Future Education Opportunities

Once you complete the AAS in General Business - Marketing Track, additional education opportunities include:

- Bachelor of Applied Science (BAS) degrees such as: North Seattle College's International Business BAS, International Accounting BAS, Residential and Commercial Property Management BAS, or another BAS program at one of the Seattle Colleges or throughout Washington State.

This may require some adjustments to your educational plan. Contact an area of study advisor to create a plan tailored for you.