

General Education requirements (6 courses /  
18 credits)

COM101 Gathering and Processing Information

COM103 Speech and Writing

PHI200 Critical Thinking

CAS101 Caribbean Society and Culture

SPA100 Basic Spanish

CSI101 Introduction to Computers



T. A. MARRYSHOW COMMUNITY  
COLLEGE

**Contact Information:**

T. A. Marryshow Community College

Tanteen, St. George

Grenada, W.I.

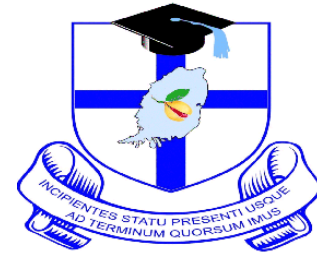
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T. A.  
MARRYSHOW  
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T. A. Marryshow  
Community College  
Grenada, W.I.



SCHOOL  
OF  
CONTINUING  
EDUCATION

*Associate  
Degree in  
Marketing*



## Associate Degree in Marketing



### SCHOOL'S PROFILE:

SCE is the official out-reach arm of TAMCC mandated to provide adult, continuing and public education and training especially to the majority of persons outside of the formal system.

### SCHOOL'S MISSION:

The School of Continuing Education is committed to providing a high quality education and training that is accessible, equitable and relevant to the dynamic needs of the wider community.

To achieve this, the School focuses on four primary areas:

- Vocational qualification.
- Technical and career training/training which supports the economy.
- Creative continuing education for adults and industry sectors.
- Providing strong embryonic portals (developing gateways) for matriculation and workplace literacy.

### PROGRAMME STRUCTURE:

All programmes (except Distance Education) operate under a semester system with two 16-week semesters and a 7-week summer session in each academic year. Final examinations take place in the last week of each semester.

### ENTRY REQUIREMENTS:

5 CXC/CSEC, GCE passes including English Language

### REQUIREMENTS FOR THE AWARD OF THE ASSOCIATE DEGREE:



Students must earn a minimum of 60 credits including 42 credits in the major and 18 credits in the general education courses, and obtain a cumulative Grade Point Average (GPA) of at least 2.00.

In addition to the above courses, students are required to register for, complete and pass **thirty (30) hours of Community Service (COS101)**.

### ASSOCIATE DEGREE IN MARKETING

#### Core / Major (14 courses / 42 credits)

- MKT101 Consumer Buying Behaviour
- MKT102 Principles of Professional Selling
- MKT103 Basic Principles of Marketing Management
- MKT104 Business Ethics
- MKT201 Principles of Advertising
- MKT202 Market Research
- MKT203 Integrated Marketing Communications
- MKT204 E-Commerce
- MKT205 International Marketing
- BUS141 Business and its Environment
- BUS242 Fundamentals of Marketing
- BUS244 Business Law
- MAT112 Business Mathematics
- ENG205 Business Communication