

Faculty of Business and Economics (FBE)

Associate of Arts in Marketing (AA in Marketing)

I. Why Choose this Program?

The Associate of Arts in Marketing (AA in Marketing) program was designed to:

1. Develop a Comprehensive Understanding of Marketing – Build a solid foundation in marketing principles, consumer behavior, branding, sales, business communication, and contemporary marketing practices.
2. Cultivate Industry-Relevant Skills – Equip students with practical competencies in market research, customer engagement, marketing planning, sales management, and promotional campaign development.
3. Embrace Digital Marketing Innovation – Introduce students to digital marketing strategies, social media management, e-commerce platforms, marketing analytics, and emerging technologies that support business growth in the digital economy.
4. Bridge Theory and Practice – Provide experiential learning opportunities through case studies, business projects, simulations, internships, and other hands-on activities that reflect real-world marketing challenges.
5. Create Pathways for Professional Growth – Prepare graduates for entry-level careers in marketing, sales, retail, advertising, customer relationship management, and digital marketing, while establishing a strong academic foundation for continued study toward a bachelor's degree in Marketing or other related business disciplines.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Sales Assistant or Sales Representative
2. Marketing Assistant
3. Customer Service Officer
4. Digital Marketing Assistant or Social Media Assistant
5. Advertising or Promotion Assistant

III. Course Structure

The two-year program comprises **61 credits** and includes foundation courses, functional courses, and a comprehensive examination. Students must complete the following coursework requirements to graduate:

YEAR 1		
Course Title	Credits	Priority
English I: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required
Digital Literacy + Lab	4	Required
English II: Reading and Composition with Laboratory	4	Required
Environmental Science	3	Required
Introduction to Political Science	3	Required
Management Principles	3	Required
YEAR 2		
Course Title	Credits	Priority
Personal Growth and Development	4	Required
Logic and Critical Thinking	3	Required
Math for Business	3	Required
Financial Accounting I	3	Required
Introduction to Ethics and Good Governance	3	Required
Introduction to Statistics & Its Application	3	Required
Office Applications for Business	3	Required
Financial Accounting II	3	Required
Marketing Principles	3	Required
Entrepreneurial Marketing and Selling	3	<i>Elective</i>
Operation Management	3	<i>Elective</i>
Fiscal Legislation & Taxation	3	<i>Elective</i>
Financial Management II	3	<i>Elective</i>
Research Methodologies for Business	3	<i>Elective</i>
Business Analytics for Managers	3	<i>Elective</i>
GRADUATION PATH		
Comprehensive Exam	3	Required