Marketing

(AAS.MKTG) Associate in Applied Science Degree

Marketing

You might also like:

Workforce Ready
- E-Commerce Marketing – page 61
- Marketing – page 95
- Professional Sales – page 117

Transfer Ready
- Business Administration – page 139

The Marketing program prepares students for employment positions in sales, retailing, marketing and other related business areas. It can also be used to upgrade skills and knowledge of presently employed personnel to allow them to advance their careers. This program provides the broad background necessary to succeed in modern marketing with special emphasis placed on pricing, promotion, distribution and product conception within both the profit and not-for-profit sectors.

Total credit hours for graduation in this program must equal or exceed 64.

Program requirements may change over time. Specific degree/graduation requirements are determined by the students' degree audit.

FIRST YEAR

First Semester

			Hours
☐	BUS 142	Introduction to Business	3
☐	BUS 094	Business Math *or*	
	MAT 1--	Math Elective *	3
☐	ENG 120	Composition I *	3
☐	SFS 101	Strategies for Success *or*	
	HED ---	Health Elective *or*	
	PED ---	P.E. Electives	2
☐	SOS 050	Human Relations	2
		SEMESTER TOTALS	**13**

Second Semester

☐	BUS 251	Principles of Management	3
☐	BUS 247	Principles of Marketing	3
☐	CIS 160	Practical Software Applications *	3
☐	ENG 121	Composition II *	3
☐	BUS 085	Accounting Process *or*	
	--- ---	Career Elective [1]	1
		SEMESTER TOTALS	**13**

Summer Term

☐	BUS 092	Principles of Selling	3
☐	BUS 091	Principles of Advertising	3
☐	BUS 090	Principles of Retailing	3
		SEMESTER TOTALS	**9**

SECOND YEAR

First Semester

			Hours
☐	BUS 151	Financial Accounting *	3
☐	BUS 141	Business Communications *	3
☐	ECO 231	Principles of Economics I	3
☐	BUS 200	Legal Environment of Business	3
☐	SPE 111	Introduction to Speech Communication	3
		SEMESTER TOTALS	**15**

Second Semester

☐	PSY 271	Introduction to Psychology	3
☐	ECO 232	Principles of Economics II * *or*	
	POS 162	State and Local Government	3
☐	BUS 134	Principles of E-Commerce *or*	
	--- ---	Career Elective [1]	2 – 3
☐	BUS 057	Marketing Internship [1] *or*	
	--- ---	Career Elective [1]	4
☐	BUS 056	Marketing Seminar [1] *or*	
	--- ---	Career Elective [1]	1
☐	BUS 078	Management/Marketing Capstone *	1
		SEMESTER TOTALS	**14 – 15**
		TOTAL PROGRAM HOURS	**64 – 65**

* There are prerequisites, course requisites or minimum placement test scores for this course

[1] The Marketing Program Coordinator must approve all career electives. Students should meet with the program coordinator prior to enrollling in internship and career elective courses in order to design an individualized marketing program that will meet their needs.

NOTES:_____

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