

Marketing

2018-2019 Catalog

Award Granted Upon Completion: Associate in Applied Science in Marketing

Credits/Contacts Required: **60/60**

Major code: 03/312

CIP Code: 520703

Description

The Marketing program is designed to enable students to gain entry level employment in a variety of marketing related fields. The program covers the basic working knowledge of general marketing theories and practices, the use of current technology appropriate to marketing operations, and the ability to communicate effectively in a marketing environment.

General Education Requirements – Min 15 credits

		<u>Cr</u>
ENGL-101	Rhetoric & Composition	3
COMM-104	Public Speaking	3
BUSN-177	Mathematics of Business *	3
ECON-132	Microeconomics	3
PSYC-201	Introduction to Psychology -OR-	3
SOCY-151	Sociology	

Program Requirements – Min 45 credits

		<u>Cr</u>
ACCT-100	Practical Accounting -OR-	4
ACCT-101	Accounting Principles I	
BUSN-160	Introduction to Business	3
BUSN-195	Business Communications	3
BUSN-242	Principles of Management	3
BUSN-253	Marketing	3
BUSN-260	International Business	3
BUSN-261	Advertising and Promotion	3
BUSN-262	Principles of Selling	3
BUSN-264	Social Media Marketing	3
CIS-101	Computer Concepts & Applications	4
CIS-121	Microsoft Excel	1
CIS-210	Web Page Design & Structure	3
COMM-201	Mass Communication & Popular Culture	3
ENGL-102	Research Writing -OR-	3
ENGL-145	Technical Report Writing	
XXXX-xxx	Business Electives -OR- Co-op **	3

Suggested Sequences Per Semester

		<u>Cr / Ct</u>
First Semester		
BUSN-160	Introduction to Business	3/3
BUSN-177	Mathematics of Business *	3/3
CIS-101	Computer Concepts & Apps	4/4
ENGL-101	Rhetoric & Composition	3/3
		13/13
Second Semester		
ACCT-100	Practical Accounting -OR-	4/4
ACCT-101	Accounting Principles I	
BUSN-253	Marketing	3/3
COMM-104	Public Speaking	3/3
ECON-132	Microeconomics	3/3
ENGL-102	Research Writing -OR-	3/3
ENGL-145	Technical Report Writing	
		16/16
Third Semester		
CIS-210	Web Page Design & Structure	3/3
BUSN-242	Principles of Management	3/3
BUSN-195	Business Communications	3/3
BUSN-261	Advertising and Promotion	3/3
CIS-121	Microsoft Excel	1/1
XXXX-xxx	Business Elective -OR- Co-op **	3/3
		16/16
Fourth Semester		
BUSN-260	International Business	3/3
BUSN-262	Principles of Selling	3/3
COMM-201	Mass Comm. & Popular Culture	3/3
PSYC-201	Intro to Psychology -OR-	3/3
SOCY-151	Sociology	
BUSN-264	Social Media Marketing	3/3
		15/15

* Other mathematics credits may be accepted in the circumstances where a student has changed programs.

** Business Electives can be chosen from any ACCT, BUSN, CIS, ECON, or OIS courses. Advisor assistance with choosing electives is highly recommended. All Co-op credits must be approved by an advisor.