

# Marketing

## Associate in Applied Science Degree

### Why Marketing?

The [Marketing program](#) at Bay College 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.

### Career Opportunities

Students who complete their Associate in Applied Science in Marketing degree can choose to use it as a stepping stone to further their education or enter the workforce in a variety of entry level business fields such as:

- Marketing
- Advertising
- Promotions
- Sales

### Contact

**Bay College**

2001 N Lincoln Rd  
Escanaba, MI 49829

**Bay College West Campus**

2801 N US 2  
Iron Mountain, MI 49801

**Office of Admissions**

906-217-4010  
admissions@baycollege.edu

**Brent Madalinski**

*Instructor*  
(906) 217-4104  
madalinb@baycollege.edu



[baycollege.edu](http://baycollege.edu)

# Marketing, AAS

Award Granted Upon Completion: Associate in Applied Science in Marketing  
Credits/Contacts Required: 60/60

Major code: 03/312  
CIP Code: 520703

## General Education Requirements (Min. 15 Credits)

Course #	Course Name	Cr
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	3 or
SOCY 151	Sociology	3

## Program Requirements (Min. 45 Credits)

Course #	Course Name	Cr
ACCT 100	Practical Accounting	4 or
ACCT 101	Accounting Principles I	4
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	3 or
ENGL 145	Technical and Report Writing	3
XXXX xxx	Business Electives OR Co-op	3**

## Suggested Sequences Per Semester

### First Semester

Course #	Course Name	Cr/Ct
BUSN 160	Introduction to Business	3
BUSN 177	Mathematics of Business	3*
CIS 101	Computer Concepts & Applications	4
ENGL 101	Rhetoric & Composition	3

**First Semester Total - Credit(s): 13 | Contacts: 13**

### Second Semester

Course #	Course Name	Cr/Ct
ACCT 100	Practical Accounting	4 or
ACCT 101	Accounting Principles I	4
BUSN 253	Marketing	3
COMM 104	Public Speaking	3
ECON 132	Microeconomics	3
ENGL 102	Research Writing	3 or
ENGL 145	Technical and Report Writing	3

**Second Semester Total - Credit(s): 16 | Contacts: 16**

### Third Semester

Course #	Course Name	Cr/Ct
CIS 210	Web Page Design & Structure	3
BUSN 242	Principles of Management	3
BUSN 195	Business Communications	3
BUSN 261	Advertising and Promotion	3
CIS 121	Microsoft Excel	1
XXXX xxx	Business Elective OR Co-op	3/3**

**Third Semester Total - Credit(s): 16 | Contacts: 16**

### Fourth Semester

Course #	Course Name	Cr/Ct
BUSN 260	International Business	3
BUSN 262	Principles of Selling	3
COMM 201	Mass Communication & Popular Culture	3
PSYC 201	Introduction to Psychology	3 or
SOCY 151	Sociology	3
BUSN 264	Social Media Marketing	3

**Fourth Semester Total - Credit(s): 15 | Contacts: 15**

## Note(s)

\* 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.