

AREA: Management:
Marketing Specialization

DEGREE: Associate of Applied Science

LENGTH: Four semesters (two-year) program

PURPOSE: With the rapid development of business and industry, there is a growing demand for marketing personnel. The associate of applied science degree in marketing is designed for persons who seek full-time employment in areas involving the marketing of goods and services to consumers and organizational buyers. Persons who are seeking their first employment in marketing and those presently in marketing who are seeking promotions may benefit from this program.

OCCUPATIONAL OBJECTIVES: advertising representative, marketing research assistant, marketing trainee, sales representative, sales supervisor or sales technician

TRANSFER GUIDELINES: Transfer opportunities for associate of applied science degrees, if existing, are very specific in nature. Students enrolling in an applied science degree with plans to transfer should explore opportunities with their faculty advisor.

PROGRAM REQUIREMENTS: The first two semesters of the curriculum in marketing are similar to other curricula in business. However, in the second year each student will pursue her/his specialty in marketing. The curriculum includes technical courses in marketing, courses in related areas, general education and electives. Instruction includes both the theoretical concepts and practical applications needed for future success in marketing. Students are urged to consult with their faculty advisors, plan their program and select electives. Upon satisfactory completion of the program, the graduate will be awarded the associate of applied science degree in management with a marketing specialization.

Course#	Title	Credits
First Semester		
BUS 100	Introduction to Business	3
ENG 111	College Composition I	3
ITE 115	Intro to Computer Apps & Concepts	3
MKT 100	Principles of Marketing	3
MTH 120	Introduction to Mathematics	3
SDV 100	College Success Skills	1
Total		16
Second Semester		
BUS 200	Principles of Management	3
BUS 205	Human Resource Management	3
ENG 115	Technical Writing	3
MKT 282	Principles of E-Commerce	3
PED/HLT	Approved physical education or health elective	2
	Approved humanities elective ¹	3
Total		17
Third Semester		
ACC 211	Principles of Accounting I	3
BUS 241	Business Law I	3
ECO 201	Principles of Macroeconomics	3
FIN 215	Financial Management	3
ITD 110	Web Page Design I	3
MKT 229	Marketing Research	3
Total		18
Fourth Semester		
ACC 212	Principles of Accounting II	3
BUS 285	Current Issues in Management	3
ECO 202	Principles of Microeconomics	3
MKT 228	Promotion	3
MKT 271	Consumer Behavior	3
Total		15
Program Total		66

¹ Students may select humanities electives from the approved list on page 50.

Recommendation: Students pursuing a two-year degree are encouraged to apply for the Career Studies Certificate in General Business, Sales, Management & Marketing, Small Business Management, or Supervision (as relevant to two-year degree). Completion of a certificate may provide opportunities for workplace advancement.