Associate of Applied Science Degree in Management: Marketing Specialization

**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.

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

\* Students may select humanities electives from the approved list on page 42.

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.