

Marketing, AAS

2023-2024 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)

- ENGL 101 - Rhetoric & Composition **Credit(s): 3**
- COMM 104 - Public Speaking **Credit(s): 3**
- BUSN 177 - Mathematics of Business **Credit(s): 3 ***
- ECON 132 - Microeconomics **Credit(s): 3**
- PSYC 201 - Introduction to Psychology **Credit(s): 3 OR**
- SOCY 151 - Sociology **Credit(s): 3**

Program Requirements (Min 45 Credits)

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

Suggested Sequences Per Semester

First Semester

- BUSN 160 - Introduction to Business **Credit(s): 3**
 - BUSN 177 - Mathematics of Business **Credit(s): 3 ***
 - CIS 101 - Computer Concepts & Applications **Credit(s): 4**
 - ENGL 101 - Rhetoric & Composition **Credit(s): 3**
- First Semester Total - Credit(s): 13 | Contacts: 13**

Second Semester

- ACCT 100 - Practical Accounting **Credit(s): 4 OR**
 - ACCT 101 - Accounting Principles I **Credit(s): 4**
 - BUSN 253 - Marketing **Credit(s): 3**
 - COMM 104 - Public Speaking **Credit(s): 3**
 - ECON 132 - Microeconomics **Credit(s): 3**
 - ENGL 102 - Research Writing **Credit(s): 3 OR**
 - ENGL 145 - Technical and Report Writing **Credit(s): 3**
- Second Semester Total - Credit(s): 16 | Contacts: 16**

Third Semester

- CIS 210 - Web Page Design & Structure **Credit(s): 3**
 - BUSN 242 - Principles of Management **Credit(s): 3**
 - BUSN 195 - Business Communications **Credit(s): 3**
 - BUSN 261 - Advertising and Promotion **Credit(s): 3**
 - CIS 121 - Microsoft Excel **Credit(s): 1**
 - XXXX xxx - Business Elective **OR Co-op Credit(s): 3 ****
- Third Semester Total - Credit(s): 16 | Contacts: 16**

Fourth Semester

- BUSN 260 - International Business **Credit(s): 3**
 - BUSN 262 - Principles of Selling **Credit(s): 3**
 - COMM 201 - Mass Communication & Popular Culture **Credit(s): 3**
 - PSYC 201 - Introduction to Psychology **Credit(s): 3 OR**
 - SOCY 151 - Sociology **Credit(s): 3**
 - BUSN 264 - Social Media Marketing **Credit(s): 3**
- Fourth Semester Total - Credit(s): 15 | Contacts: 15**

NOTES:

* 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.