Associate in Science

Business Administration Program – Marketing Concentration

To graduate in the Business Administration program – Marketing concentration a student must complete the following required course of study.

Course #	Course Title	Credits	Prerequisites	Semester Offered	Semester Taken	Grade Earned
General Education						
ENL101	English Composition I	3	ENL050 or ESL201	every		
COM103	Oral Communication	3	ENL010	every		
COM201	Interpersonal Communication	3	COM103	Fall, Spring		
ECO117	Principles of Macroeconomics	3				
	Behavioral Science (or) Social Science	3				
	Fine and Performing Arts (or) Language Arts	3				
	Mathematics* (or) Natural Science	3/4				
Professional Education						
ACC201	Financial Accounting	3	MAT020, ENL020, BUS100	-		
BUS100	Introduction to Business	3		-		
BUS120	Business Law I	3		-		
GIT110	Microcomputer Applications Software	3	GIT102, ENL020, ENL050	-		
MKT100	Marketing	3	ENL020	-		
BUS103	Supervision	3		-		
MKT103	Advertising	3		-		
MKT106	Consumer Behavior	3	MKT100 or MKT205	-		
MKT112	Customer Service Concepts & Applications	3		-		
GIT126 (or) GIT125	Electronic Publishing (or) Spreadsheet Applications for Business	3	GIT120, GIT108, GIT110 (or) GIT110 or GIT120 & ACC111 or ACC201			
MKT261	Marketing Cooperative Work Experience	3	MKT100			
MKT200	Principles of Sales and Promotions	3	MKT100, MKT106, MKT112			
BUS214	Management	3	ENL101			
Total Credits:		60*				

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Overview: Students gain the understanding of customer service and consumer behavior and their interaction with business.

Career Outlook: The profit and non-profit sectors have a high demand for managers who have a strong understanding of the customers. A variety of positions are available to the student who completes this course of study in merchandising, marketing and customer service.

Program Outcomes: Upon completion of the Marketing concentration, students will be able to:

- Read, write, discuss and think critically about topics and ideas in marketing
- Utilize planning strategies within the marketing mix
- Identify and evaluate the uses of target marketing
- Synthesize theories from consumer behavior, customer service and communications to develop marketing plans and solve marketing issues
- Assume entry-level positions in sales and marketing
- Recognize and analyze ethical issues as they relate to marketing
- Work well with teams in a marketing setting.

* Students who take a 3-credit mathematics course to meet the general education requirements will need an additional 1-credit course to meet the program degree requirements.