Associate in Science

Business Administration Program - Marketing Concentration

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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 I	Education	·				
ENL101	English Composition I	3	Appropriate scores in Reading Comprehension & in Sentence Skills on CPT or grade of C or better in ENL020 & ENL050 or ESL201	Fall, Spring, Summer		
COM103	Human Communication	3	ENL010 or ESL102 or satisfactory basic skills assessment score	Fall, Spring, Summer		
	Behavioral & Social Sciences	3				
	Behavioral & Social Sciences	3				
	Mathematics/Quantitative Reasoning (or) Natural or Physical Science	3 (or) 4				
	Mathematics/Quantitative Reasoning (or) Natural or Physical Science	3 (or) 4				
	General Education Elective	3				

Profession	nal Education				
BUS100	Introduction to Business	3	None	Fall, Spring, Summer	
BUS120	Business Law I	3	None	Fall, Spring, Summer	
GIT110	Microcomputer Applications Software	3	GIT102 or equivalent, ENL020 & ENL050 or satisfactory basic skills assessment score	Fall, Spring, Summer	
ACC201	Financial Accounting*	3	(BUS100 or HRM140), GIT110, MAT030 & ENL020 or satisfactory basic skills assessment scores	Fall, Spring, Summer	
BUS103	Supervision	3	None	Fall, Spring, Summer	
BUS214	Management	3	ENL101 & BUS100	Fall, Spring, Summer	
MKT100	Marketing	3	ENL020 or satisfactory basic skills assessment scores	Fall, Spring, Summer	
MKT103	Advertising	3	ENL020 or satisfactory basic skills assessment scores	Fall, Spring, Summer	
MKT106	Consumer Behavior	3	MKT100 (formerly MKT205)	Fall, Spring	
MKT112	Customer Service Concepts & Applications	3	None	Fall, Spring, Summer	
BUS261	Business Administration Cooperative Work Experience	3	Approval by the Business internship coordinator	Fall, Spring, Summer	
	Business elective	3			
	Information Technology elective **	3			
Total Credits		60/62		·	

^{*}Students may take ACC111 and ACC112 in lieu of ACC201.

^{**}Any course with a GIT, BIT, or CSC designation.

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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 are 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.