

# 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
<b>General Education</b>						
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				

<b>Professional Education</b>						
BUS100	Introduction to Business	3	None	Fall, Spring, Summer		
BUS120	Business Law I	3	None	Fall, Spring, Summer		
GIT110	Microcomputer Applications Software	3	ENL020 & ENL050 or satisfactory basic skills assessment score & (GIT101, GIT102 or 30wpm)	Fall, Spring, Summer		
ACC201	Financial Accounting*	3	(BUS100 or HRM140), GIT110, (MAT030 or MAT035) & 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				
<b>Total Credits</b>		<b>60/62</b>				

\*Students may take ACC111 and ACC112 in lieu of ACC201.

\*\*Any course with a GIT, BIT, or CSC designation.

**Business Electives:** Any course with an ACC, BIT, BUS, CUL, ENT, GIT, HRM, or MKT designation.

## Associate in Science Business Administration Program – Marketing Concentration

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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.