

PROGRAMS

BUSINESS ADMINISTRATION - MARKETING

The marketing degree equips students with the skills needed to develop and implement marketing strategies, understand consumer needs, and drive business growth. Graduates can pursue careers in various fields, such as advertising, public relations, market research, and digital marketing.

Associate (A25120M)

Fall Semester 1

		Lec	Lab	Clinic	Credit
ACA-115	Success & Study Skills	0	2	0	1
BUS-110	Introduction to Business	3	0	0	3
CIS-110	Introduction to Computers	2	2	0	3
ACC-115	College Accounting	3	2	0	4
MKT-120	Principles of Marketing	3	0	0	3
Total:					14

Spring Semester 1

		Lec	Lab	Clinic	Credit
BUS-115	Business Law I	3	0	0	3
BUS-137	Principles of Management	3	0	0	3
Math Option	Mathematics Options Listed Below	2	2	0	3
English Options	English Options Listed Below	3	0	0	3
MKT-220	Advertising and Sales Promotion	3	0	0	3
Total:					15

Summer Semester 1

		Lec	Lab	Clinic	Credit
Communications Option	Communications Options Listed Below	3	0	0	3
Humanities Option	Humanities and Fine Arts Options Listed Below	3	0	0	3
Total:					6

Fall Semester 2

		Lec	Lab	Clinic	Credit
BUS-125	Personal Finance	3	0	0	3
Economics Option	Economics Options Listed Below	3	0	0	3
BUS-151	People Skills	3	0	0	3
MKT-225	Marketing Research	3	0	0	3
MKT-223	Customer Experience	3	0	0	3
Total:					15

Spring Semester 2

		Lec	Lab	Clinic	Credit
BUS-230	Small Business Management	3	0	0	3
BUS-253	Leadership and Mgt Skills	3	0	0	3
MKT-232	Social Media Marketing	2	2	0	3

Spring Semester 2

		Lec	Lab	Clinic	Credit
CTS-130	Spreadsheet	2	2	0	3
or OST-136	Word Processing	2	2	0	3
Social & Behavioral Option	Social & Behavioral Science Options Listed Below	3	0	0	3
Total:					15

Total Credit Hours: 65**Mathematics: Choose at least 3 hours from the following courses:**

		Lec	Lab	Clinic	Credit
MAT-110	Mathematical Measurement and Literacy	2	2	0	3
MAT-143	Quantitative Literacy	2	2	0	3

English: Choose One of the following courses:

		Lec	Lab	Clinic	Credit
ENG-110	Freshman Composition	3	0	0	3
ENG-111	Writing and Inquiry	3	0	0	3

Communications: Choose One of the following:

		Lec	Lab	Clinic	Credit
COM-120	Intro to Interpersonal Communication	3	0	0	3
COM-231	Public Speaking	3	0	0	3
ENG-112	Writing and Research in the Disciplines	3	0	0	3

Humanities/Fine Arts Choices for AAS Degree Programs Unless Otherwise Noted:

		Lec	Lab	Clinic	Credit
ART-111	Art Appreciation	3	0	0	3
HUM-110	Technology and Society	3	0	0	3
HUM-115	Critical Thinking	3	0	0	3
MUS-110	Music Appreciation	3	0	0	3

Economics: Choose from the following courses:

		Lec	Lab	Clinic	Credit
ECO-251	Principles of Microeconomics	3	0	0	3
ECO-252	Principles of Macroeconomics	3	0	0	3

Social and Behavioral Sciences Choices for AAS Degree Programs Unless Otherwise Noted:

		Lec	Lab	Clinic	Credit
ECO-251	Principles of Microeconomics	3	0	0	3
ECO-252	Principles of Macroeconomics	3	0	0	3
POL-120	American Government	3	0	0	3
PSY-150	General Psychology	3	0	0	3
SOC-210	Introduction to Sociology	3	0	0	3

Certificate (A25120M)

Fall Semester 1

MKT-120	Principles of Marketing
MKT-223	Customer Experience

Lec	Lab	Clinic	Credit
3	0	0	3
3	0	0	3
Total:			6

Spring Semester 1

MKT-220	Advertising and Sales Promotion
MKT-232	Social Media Marketing

Lec	Lab	Clinic	Credit
3	0	0	3
2	2	0	3
Total:			6

Total Credit Hours: 12

