

BUSINESS ADMINISTRATION - MARKETING

The Associate of Applied Science - Business Administration degree in Marketing will help students understand basic marketing skills and advertising strategies as well as provide basic business knowledge needed to obtain entry-level employment in the marketing field.

The one-year Marketing certificate is available for those students wishing to enter the workforce sooner.

Stackable Credentials

- Associate of Applied Science - Business Administration - Marketing (Full-time)
- Certificate - Marketing (Full-Time)

Full-Time Schedules

- Certificate - Marketing (Full-Time)
- Associate of Applied Science - Business Administration - Marketing (Full-Time)

Certificate - Marketing

Level One Certificate

This program is designed as a one-year certificate for students who wish to pursue a career in the Marketing field.

Full-Time Student Schedule

Course	Title	Semester Credit Hours
Semester #1		
BUSI 1301	Business Principles	3
BCIS 1305	Business Computer Applications	3
BUSI 2304	Business Report Writing and Correspondence	3
POFT 1321	Business Math	3
Semester Credit Hours		12
Semester #2		
ACNT 1303	Introduction to Accounting I	3
ARTC 1302	Digital Imaging I	3
ARTS 2313	Graphic Design	3
MRKG 1311	Principles of Marketing ¹	3
Semester Credit Hours		12
Total Semester Credit Hours		24

Associate of Applied Science - Business Administration - Marketing

This program is designed for students who plan to start or further their career in a business field. While the AAS degree is not designed to fully transfer to a four-year university, it can serve to fulfill several transfer course requirements.

Full-Time Student Schedule

Course	Title	Semester Credit Hours
Semester #1		
ARTS 2313	Graphic Design	3
BCIS 1305	Business Computer Applications	3
BUSI 1301	Business Principles	3
ENGL 1301	Composition I	3
POFT 1321	Business Math	3
Semester Credit Hours		15
Semester #2		
ACCT 2301 or ACNT 1303	Principles of Financial Accounting or Introduction to Accounting I	3
BMGT 1327	Principles of Management	3
BUSI 2304	Business Report Writing and Correspondence	3
MATH 1324	Math for Business and Social Science	3
MRKG 1311	Principles of Marketing	3
Semester Credit Hours		15
Semester #3		
BMGT 1309	Information and Project Management	3
ECON 2301 or ECON 2302	Principles of Macroeconomics or Principles of Microeconomics	3
HRPO 2301	Human Resources Management	3
MRKG 1301	Customer Relationship Management	3
SPCH 1315	Public Speaking	3
Semester Credit Hours		15
Semester #4		
BMGT 2341	Strategic Management ¹	3
BUSI 2301	Business Law	3
MRKG 2333	Principles of Selling	3
MRKG 2349	Advertising and Sales Promotion	3
PHIL 2306	Introduction to Ethics	3
Semester Credit Hours		15
Total Semester Credit Hours		60

¹ Capstone course