

# Marketing Program A.A.S. Degree

Students who wish to pursue a career in a marketing-related field such as sales, research analyst, retail buying, merchandise distribution, purchasing, advertising and management training should choose this program. While this program is not specifically designed for transfer, many courses prove to be transferable. Students should work with counselors to satisfy requirements for major career areas.

Graduates of this program will be able to:

- Identify marketing mix variables and environments
- Recognize problems and design research projects aimed at solution
- Develop promotional strategy within its social, ethical, and regulatory confines
- Evaluate the merchandising practices of differing retail establishments, analyze both layout and display strategies
- Design presentation applying accepted sales strategies
- Differentiate and analyze marketing strategies, appraising the success or failure of such strategies, and articulate conclusion

## Requirements

General Education - 20 credits as described on page 51 of the Catalog.

The following general education courses, while not required, are recommended for students choosing this program.

(Credit hours listed with each course)

ENGL 121 English Composition: 3

The Writing Process

SPCH 115 Public Speaking 3

Career Studies - 21-22 credits as follows:

COMP 129 Information Technology 3

OR

BUSI 165 Computer Applications in 3  
Business

OR

OADM 116 Microsoft Office 4

MRKT 101 Introduction to Marketing 3

MRKT 105 Advertising 3

MRKT 111 Fundamentals of Retailing 3

MRKT 145 Salesmanship 3

\*MRKT 202 Marketing in Contemporary 3  
Society

\*MRKT 266 Internet Marketing 3

*\*Courses offered only during the Spring term*

Career Studies - 9-10 credits from among  
the

following:

BUSI 105 Introduction to Business 3

BUSI 205 Principles of Management 3

BUSI 221 Business Law I 3

COMP 105 Introduction to the Internet 1

ECON 105 Macro Economics 3

ECON 106 Micro Economics 3

ECON 225 Business Statistics 3

FASH 121 Fashion Merchandising 3

FASH 213 Buying 3

FASH 224 Case Studies and Executive 3

Development in Fashion

Merchandising

Electives 9-10

At least 60 credits are required to graduate.

Suggested Sequence - Marketing Program A.A.S.

Degree

The following sequence is an example of how this degree can be completed in two years. This sequence is based on satisfaction of all Basic Skills requirements and prerequisites and presumes a Fall Term start date. An individual's program may vary depending on transfer institution, career objectives, or individual needs. See your counselor for other options and to monitor your progress.

Course Code Credits Course Code Credits

SEMESTER 1 SEMESTER 2

MRKT 101 3 MRKT 111 3

ENGL 121 3 MRKT 145 3

Social Science 3 SPCH 115 3

General Education (1) 3 Humanities 3

Elective 3 BUSI 165 or COMP 129 OR OADM 116 3-4

15 15-16

SEMESTER 3 SEMESTER 4

MRKT 105 3 \*MRKT 202 3

Career Studies 6 \*MRKT 266 3

Mathematics or Science or Career Studies 3

Technological or Information Literacy 3-4 General Education 3

Elective 3 Elective 3

15-16 15

Total Credits for Degree 60-62

*\*Courses offered only during the Spring term*

(1)One course is recommended from the Cultural & Global Awareness knowledge area.

## 116 Programs of Study