

**Business, AAS**  
**MARKETING**  
**School of Business**

The Business Marketing AAS program provides an introduction to business with an emphasis on marketing theory and application. The courses develop an understanding of the marketing process and provide insight into the use of advertising, sales, promotion and public relations.

**Career Opportunities**

Graduates of the Business Marketing AAS program may find employment as assistant marketing managers, junior advertising executives, product managers, product designers, administrative assistants, project managers, and in positions in public relations and media. Job opportunities will be available in large corporations, small businesses and nonprofit organizations.

**Program Learning Outcomes**

Upon successful completion of this program, students will be able to:

- Exhibit effective written and oral communication skills.
- Demonstrate knowledge of the business environment.
- Demonstrate proficiency with the core principles of marketing theory and practice.
- Practice effective problem-solving and decision-making skills.
- Recognize ethical and global dimensions in business practice.

Sugg. Term	Seq #	Course ID	Course Title	Cr .	Term Offered	Prereq(s)	Options Available
1st Fall	1	PDV 101	First Year Seminar	1	F, Sp, Su		
	2	CPT 150	Microcomputer Concepts	3	F, Sp, Su		
	3	BUS 140	Introduction to Business	3	F, Sp, Su		
	4	BUS 120	Mathematics of Business	3	F, Sp, Su	MTH 050, 050A or Placement	
	5	ENG 161	College Writing	3	F, Sp, Su	ENG 085 or Placement	
	6	ECN 255	Macroeconomics	3	F, Sp, Su	MTH 052, 052A or Placement	
1st Spring	7	BUS 158	Principles of Management	3	F, Sp, Su		
	8	ENG 163	Business Communication	3	F, Sp, Su	ENG 161	ENG 164
	9	ACC 165	Accounting for Managers	3	F, Sp, Su	MTH 050, 050A or Placement	ACC 155
	10	BUS 205	Business Law	3	F, Sp, Su		
	11	SPC 155	Effective Speech	3	F, Sp, Su		SPC 156
2nd Fall	12	BUS 188	Social Media for Business	3	F, Sp, Su		
	13	MKT 253	Global Marketing	3	F, Sp		BUS 278
	14	BUS 245	Principles of Marketing	3	F, Sp, Su		
	15	FIN 220	Business Finance	3	F, Sp, Su	ACC 155 or 165	
	16	MKT 252	Public Relations	3	F, Sp, Su		
2nd Spring	17	BUS 240	Techniques of Selling	3	F, Sp		
	18	MKT 242	Retailing	3	F, Sp		
	19	MKT 251	Consumer Behavior	3	F, Sp		
	20	MKT 254	Advertising and Promotion	3	F, Sp		
	21	BUS 296	Business Strategy	3	F, Sp, Su	45 Credits in Business AAS	

**Total Program Credits**

**61**