

Business, AAS

MARKETING

School of Business

Program Description

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.	Prereq/Coreq(Co)	Options Available
1st Fall	1	PDV 101	First Year Seminar	1		
	2	ENG 161	College Writing	3	ENG 085 or Placement	
	3	BUS 145	Excel for Business Environment	3		
	4	BUS 120	Mathematics of Business	3	MTH 050 or Placement	
	5	BUS 140	Introduction to Business	3		
	6	ECN 255	Macroeconomics	3	BUS 120 with a "C" or Better or MTH 052	
1st Spring	7	ENG 163	Business Communication	3	ENG 161	ENG 164
	8	ACC 165	Accounting for Managers	3	MTH 050 or Placement	ACC 155
	9	BUS 188	Social Media in Business	3		
	10	BUS 158	Principles of Management	3		
	11	BUS 205	Business Law	3		
2nd Fall	12	SPC 155	Effective Speech	3		SPC 156
	13	BUS 244	Business Statistics	3	BUS 120 with a "C" or Better or MTH 052	
	14	BUS 245	Principles of Marketing	3		
	15	FIN 220	Business Finance	3	ACC 155 or ACC 165	
	16	MKT 252	Public Relations	3		
2nd Spring	17	BUS 240	Techniques of Selling	3		
	18	BUS 278	Data Analytics	3	BUS 244	
	19	MKT 251	Consumer Behavior	3		
	20	MKT 254	Advertising and Promotion	3		
	21	BUS 296	Business Strategy	3	45 Credits in Business AAS	

Minimum Program Credits

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MKM