

# 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 with Permission of Instructor, ENG 095 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     | SPC 155   | Effective Speech               | 3   |   | SPC 156           |
| 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    | ECN 255   | Macroeconomics                 | 3   | BUS 120 (C or better) or MTH 052                            |                   |
|            | 13    | BUS 244   | Business Statistics            | 3   | BUS 120 (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

61

MKM