

CAREER PROGRAMS

Marketing

Associate in Applied Science Degree

This 61-62 credit-hour is designed for persons interested in preparing for positions in the dynamic field of marketing.

Career opportunities in marketing are quite extensive and diversified. Career objectives of persons completing this program would be in the areas of advertising, sales, sales promotion, market research, product development, pricing, wholesaling, direct marketing, retailing and merchandising.

Students can choose a basic program of study in marketing or one of the specialized study areas. Students earning an associate in applied science degree in marketing must complete the following required general education courses, required core courses and 21 credit hours of course work from the specialized study areas¹.

Required General Education Courses:

ENG 101	Composition	3
ENG 102	Composition or	
ENG 130	Business Writing I or	
SPE 101	Fundamentals of Speech Communication	3
	Humanities elective	3
MGT 150	Business Math (3) or	
	Mathematics elective ² (3-4).....	3-4
PSY 101	Introduction to Psychology	3
PSY 245	Industrial/Organizational Psychology.....	3

Required Core Courses:

ACC 101	Introduction to Financial Accounting	4
ACC 102	Introduction to Managerial Accounting or	
ACC 211	Business Law I.....	3
ECO 200	Introduction to Economics ³ or	
ECO 211	Microeconomics	3
CIS 100	Computer Literacy or	
CIS 101	Introduction to Computer Information Systems	3
MGT 111	Introduction to Business Organization	3
MGT 270	Principles of Management	3
MKT 245	Principles of Marketing	3

Specialized Study Areas:

Depending on the student's career needs, he/she may choose courses from the following specialized study areas. It is recommended that students pursue one of the following specialized areas and consult with the program coordinator or Student Development faculty member.

Marketing

Any combination of 21 credit hours may be selected from the courses listed below.

MKT 105	Sports Marketing.....	3
MKT 106	Retail Merchandising	3
MKT 140	Principles of Professional Selling.....	3
MKT 202	Marketing for Non-Profit Organizations.....	3

MKT 217	Advertising.....	3
MKT 240	Advanced Sales Skills.....	3
MKT 246	Business to Business Marketing.....	3
MKT 247	Consumer Buying Behavior.....	3
MKT 248	Direct Marketing.....	3
MKT 250	Retailing.....	3
MKT 252	Internet Marketing.....	3
MKT 255	Marketing Research.....	3
MKT 260	International Marketing.....	3
MKT 280	Marketing Problems.....	3
MKT 281	Internship in Marketing.....	3
MKT 285	Topics In Marketing.....	.5-3
MKT 290	Principles of Exporting and Importing.....	3

Retailing

Required:⁴

FAS 212	Visual Fashion Merchandising or	
MKT 110	Retail Store Layout and Imaging.....	2
MKT 106	Retail Merchandising.....	3
MKT 120	Customer Service.....	1
MKT 250	Retailing.....	3
MKT 251	Retail Merchandise Management.....	3

Electives: Select at least nine credit hours from the following:⁴

MGT 154	Small Business Management.....	3
MGT 160	Principles of Supervision.....	3
MKT 140	Principles of Professional Selling.....	3
MKT 217	Advertising.....	3
MKT 247	Consumer Buying Behavior.....	3
MKT 252	Internet Marketing.....	3
MKT 248	Direct Marketing.....	3
MKT 281	Internship in Marketing.....	3
MKT 285	Topics in Marketing.....	.5-3

Sales

Required:⁴

MKT 140	Principles of Professional Selling.....	3
MKT 141	Sales Management.....	3
MKT 240	Advanced Sales Strategies.....	3
MKT 247	Consumer Buying Behavior.....	3

Electives: Select at least nine credit hours from the following:⁴

MGT 160	Principles of Supervision.....	3
MKT 105	Sports Marketing.....	3
MKT 106	Retail Merchandising or	
MAT 125	Purchasing.....	3
MKT 120	Customer Service.....	1
MKT 202	Marketing for Non-Profit Organizations.....	3
MKT 246	Business to Business Marketing.....	3
MKT 248	Direct Marketing.....	3
MKT 252	Internet Marketing.....	3
MKT 281	Internship in Marketing.....	3
MKT 285	Topics in Marketing.....	.5-3

Marketing Communications

Required:⁴

JNM	137	Media Writing	3
JNM	232	Advertising Copywriting and Design or	
MKT	217	Advertising.....	3
MKT	255	Marketing Research.....	3

Electives: Select at least 12 credit hours from the following:⁴

JNM	136	Broadcast Writing.....	3
JNM	233	Public Relations Writing and Design	3
JNM	235	Publications Editing and Design	3
MKT	140	Principles of Professional Selling.....	3
MKT	246	Business to Business Marketing.....	3
MKT	247	Consumer Buying Behavior	3
MKT	248	Direct Marketing	3
MKT	252	Internet Marketing	3
MKT	260	International Marketing	3
MKT	281	Marketing Internship	3

¹ Students are reminded that not all courses are offered each semester. In determining course selection, the student should consult with a Student Development faculty member or program coordinator.

² Mathematics elective: MTH 103, MTH 124, MTH 134, MTH 165. Meet with Student Development faculty member or program coordinator for appropriate course.

³ Meet with Student Development faculty member or program coordinator for appropriate ACC, CIS or ECO course.

⁴ Students must satisfy the prerequisites for each course selected.