

BUSINESS TECHNOLOGY

ASSOCIATE OF APPLIED SCIENCE: MARKETING – MINIMUM 90 CREDITS

CAREER DESCRIPTION

The two-year Marketing degree provides training for many solid well-paid opportunities in the exciting field of marketing. The program is designed to prepare students for a career and leadership role in business by developing your skills in building customer value and satisfaction, working with teams, supervising employees, communicating effectively both orally and in writing, understanding business terminology, presenting information, and using business software. Whether seeking to upgrade skills or are new to business, this program will help students become successful in a competitive, rapidly changing business environment.

The curriculum combines “leading edge” instruction with on-the-job training (Cooperative Work Experience). Students should take the classes in the order listed on the facing page. If classes do not fit within your schedule, please see a faculty advisor for assistance.

PROGRAM OUTCOMES

Students who successfully complete the Associate of Applied Science in Marketing will:

1. Demonstrate professional skills in marketing that will assure workplace success
2. Communicate effectively using oral and written skills
3. Exhibit critical thinking and decision-making skills
4. Apply appropriate ethical choices on both a professional and personal basis
5. Function efficiently as a member of a team
6. Utilize appropriate technology relevant to the profession

GETTING STARTED

Students entering the program are expected to have basic keyboarding and computer skills with business application software such as Word and Excel. If these skills are needed, you should take Intro to Computer Information Systems (CIS120) during the first term at UCC. Placement scores indicating MTH 020 or higher and WR 115 or higher are required for entry into the program.

NOTE: See a business faculty advisor for assistance in planning your schedule. BA 101, Introduction to Business, should be taken during the first term or as soon as possible.

RECOMMENDED ELECTIVES

BA 250	Managing the Small Business	3
OA 131	Ten-Key Calculator	1
PS 205	International Relations	3

ASSOCIATE OF APPLIED SCIENCE — Marketing

Minimum 90 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)

PREREQUISITES: Additional skill requirements for individual business courses are listed in the course description section of this catalog.

YEAR ONE	Fall	* Introduction to Business BA 101 4 CR	Business Leadership I BA 106A 1 CR	Customer Service BA 165 3 CR	Human Relations for Supervisors SDP 113 3 CR	* Academic Composition WR 121 4 CR	CREDITS 15
	Winter	Business Mathematics I BA 180 3 CR	Business Leadership II BA 106B 1 CR	* Business Communications BA 214 3 CR	* Fundamentals of Public Speaking SP 111 4 CR	* Argument, Research, and Multimodal Composition WR 122 4 CR	CREDITS 15
	Spring	Business Mathematics II BA 181 3 CR	Business Leadership III BA 106C 1 CR	* Business Law BA 226 4 CR	CWE Seminar I CWE 161 1 CR	* Principles of Marketing BA 223 3 CR	Elective 3 CR
YEAR TWO	Fall	* Technical Report Writing WR 227 4 CR	Computers in Business BA 231 4 CR	* Professional Selling BA 238 3 CR	CWE Seminar II CWE 162 1 CR	Elements of Supervision SDP 109 3 CR OR** Management Fundamentals BA 206 3 CR	CREDITS 15
	Winter	* Retailing BA 249 3 CR	* Cooperative Work Experience: Marketing BA 280B 3 CR	Introduction to Economics ECON 115 3 CR	Human Resources for Supervisors SDP 208 3 CR	* Principles of Accounting I BA 211 3 CR OR*** Accounting for Managers BA 233 4 CR	CREDITS 15-16
	Spring	Introduction to E-Commerce BA 207 3 CR	* Cooperative Work Experience: Marketing BA 280B 3 CR	Social Media Marketing BA 253 3 CR	* Advertising BA 239 3 CR	CWE Seminar III CWE 163 1 CR	Electives 1-2 CR

NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.

*A grade of C or better must be attained in the courses indicated.

** Retail Management students must take BA 206.

*** Retail Management students must take BA 233.