

BUSINESS TECHNOLOGY

Marketing

Associate of Applied Science

PROGRAM MISSION

The Marketing Program prepares students by creating a foundation of knowledge and skills in the business marketing environment.

PROGRAM DESCRIPTION

The two-year Marketing degree is designed to prepare students for a career and leadership role in marketing by developing the student's skills in building customer value and satisfaction, supervising employees, communication, and business terminology.

PROGRAM OUTCOMES

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

1. Explain basic marketing functions and their integration into the business environment
2. Demonstrate effective oral and written communication skills
3. Apply critical thinking and decision-making skills
4. Distinguish the importance of an ethical work environment
5. Apply information and technology tools relevant to the profession

CAREER CONSIDERATIONS

Entry-level marketing positions, sales, customer service relations, social media marketing, public relations, advertising, and other marketing focus careers.

PROGRAM COURSE REQUIREMENTS

Year One

BA 101	Introduction to Business*	4
BA 106	Business Leadership**	3
BA 165	Customer Service	3
BA 180	Business Math I	3
BA 181	Business Math II	3
BA 214	Business Communications*	3
BA 223	Principles of Marketing*	3
BA 226	Business Law*	4
SDP 113	Human Relations for Supervisors	3
SP 111	Fundamentals of Public Speaking*	4
WR 121	Academic Composition*	4
WR 122	Argument, Research & Multimodal Comp*	4

Year Two

BA 128	Accounting Applications I	3
BA 150	Developing a Small Business	4
BA 206	Management Fundamentals	3
BA 207	Introduction to e-Commerce	3
BA 231	Computers in Business	4
BA 233	Computers in Business	4
BA 238	Professional Selling*	3
BA 249	Retailing*	3
BA 250	Managing the Small Business	3
BA 253	Social Media Marketing	3
BA 239	Advertising*	3
ECON 201	Micro Economics*	3
SDP 109	Elements of Supervision	3
SDP 208	Human Resources for Supervisors	3
WR 227	Technical Report Writing*	4

Placement scores indicating MTH 020 or higher and WR 115 or higher are required for entry into the program.

Retail Management Certificate students should meet their advisor for an adjusted term-by-term planner.

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

BA 101 Introduction to Business should be taken during the first term or as soon as possible.

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

Total Credits 91

PROGRAM ENTRANCE REQUIREMENTS

- 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 your first term at UCC. Placement scores indicating MTH 020 or higher and WR 115 or higher are required for entry into the program.