Business Administration

Concentration: Marketing

A25120M (Associate Degree) C25120M (Certificate)

Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing.

Course work includes: marketing, retailing, merchandising, selling, advertising, computer technology and management.

Graduates should qualify for marketing positions within organizations and employment in retailing services and product businesses.

In addition to the courses listed below, students may be required to take transition/co-requisite classes based on RISE criteria. These classes do not count toward hours required for graduation.

Title			Class/Lab/Credit		
I. General Education Courses					
COM	120	Interpersonal Communications	3	0	3
or					
COM	231	Public Speaking	3	0	3
ENG	111	Writing and Inquiry	3	0	3
MAT	143	Quantitative Literacy	2	2	3
Select one course each from Humanities/Fine Arts and Social/Behavioral Sciences on Page 79.					
II. Major Courses					
ACC	120	Principles of Financial Accounting	3	2	4
BUS	110	Introduction to Business	3	0	3
BUS 115		Business Law I	3	0	3
BUS	137	Principles of Management	3	0	3
CIS 110		Introduction to Computers	2	2	3
ECO	251	Principles of Microeconomics	3	0	3
MKT	120	Principles of Marketing	3	0	3
III. Concentration					
MKT	123	Fundamentals of Selling	3	0	3
MKT	220	Advertising & Sales Promotion	3	0	3
MKT	225	Market Research	3	0	3
MKT	227	Marketing Applications	3	0	3
MKT	232	Social Media Marketing	3	2	4
IV. Other Major Courses					
Take 16 credits from this list:)					
ACC	121	Principles of Managerial Accounting	3	2	4
BUS	280	REAL Small Business	4	0	4
CTS	130	Spreadsheet I	2	2	3
DBA	110	Database Concepts	2	3	3

ECO	252	Principles of Macroeconomics	3	0	3
MKT	121	Retailing	3	0	3
MKT	224	International Marketing	3	0	3
MKT	230	Public Relations	3	0	3
OST	131	Keyboarding	1	2	2
OST	136	Word Processing	2	2	3
OST	286	Professional Development	3	0	3
WBL	111	Work-Based Learning I	0	10	1

V. Other Required Courses

ACA	115	Success and Study Skills	0	2	1

Total Credits: 70

Recommended Semester Schedule

First Year-Fall

ACA	115	Success and Study Skills	0	2	1
BUS	110	Introduction to Business	3	0	3
CIS	110	Introduction to Computers	2	2	3
ENG	111	Writing and Inquiry	3	0	3
MAT	143	Quantitative Literacy	2	2	3
MKT	232	Social Media Marketing	3	2	4

First Year-Spring

BUS	115	Business Law	3	0	3
CTS	130	Spreadsheet I	3	2	3
MKT	120	Principles of Marketing	3	0	3
MKT	224	International Marketing	3	0	3
Humanites/Social Sciences Elective-See list on page 79			3	0	3

First Year-Summer

COM	120	Interpersonal Communications	3	0	3
or					
COM	231	Public Speaking	3	0	3
MKT	220	Advertising & Sales Promotion	3	0	3

Second Year-Fall

ACC	120	Principles of Financial Accounting	3	2	4
ECO	251	Principles of Microeconomics	3	0	3
BUS	137	Principles of Management	3	0	3
MKT	123	Fundamentals of Selling	3	0	3
MKT	121	Retailing	3	0	3

Second Year-Spring

ACC	121	Principles of Managerial Accounting	3	2	4
ECO	252	Principles of Macroeconomics	3	0	3
MKT	225	Market Research	3	0	3

MKT	227	Marketing Applications	3	0	3

Second Year-Summer

Humanities/Social Sciences Elective-See list on page 79	3	0	3

Business Administration: General Certificate Program (C25120M)

Title	Class/Lab/Credit

I. Major Courses

BUS	110	Introduction to Business	3	0	3
BUS	115	Business Law I	3	0	3
CIS	110	Introduction to Computers	2	2	3
MKT	120	Principles of Marketing	3	0	3

III. Concentration

MKT	227	Marketing Applications	3	0	3

V. Other Required Courses

ACA	115	Success and Study Skills	0	2	1

Total Credits: 16

Recommended Semester Schedule

First Year-Fall

ACA	115	Success and Study Skills	0	2	1
BUS	110	Introduction to Business	3	0	3
CIS	110	Introduction to Computers	2	2	3

First Year-Spring

MKT	120	Principles of Marketing	3	0	3
MKT	227	Marketing Applications	3	0	3