



## Marian Court College – ASSOCIATE DEGREE Marketing

**THE MARKETING** program introduces the student to the broad field of marketing. It includes activities related to selecting, designing, pricing, advertising, selling, distributing, and servicing goods and services. A company's success is largely determined by its response to customer demands, the underlying component of all marketing activities. The student will learn how to integrate theory and practical applications of business, technology, and liberal arts.

### CAREER OUTLOOK

The Associate in Science in Business Management program provides students with a strong foundation in the liberal arts, analytical skills, and an introduction to specialized professional courses. These subjects provide students with the opportunity to:

- ▶ Transfer to a four-year college or university to pursue a baccalaureate degree in a related program of study. Marian Court College has many transfer agreements with public and private four-year colleges and universities.
- ▶ Enter the job market in many entry-level positions in areas of management, accounting, and marketing.

### PROGRAM OUTCOMES

In addition to general education outcomes, graduates of the program will:

- ▶ Develop the critical competencies needed by successful marketing professionals including ethics and leadership.
- ▶ Recognize the important role that ethics plays in effective and efficient corporate management.
- ▶ Successfully analyze and interpret the conditions of the corporate landscape within a specified time frame.
- ▶ Comprehend the role that technology and its constant advances play throughout industry within the global economy.
- ▶ Produce and present the completed contents of a marketing plan to a live audience within an academic setting.
- ▶ Identify the roles professional advertising and consumer behavior play in the development of a corporate marketing campaign within a local, national, or international business environment.
- ▶ Demonstrate an understanding of the processes and theories behind professional marketing efforts in the consumer and business-to-business marketplace.
- ▶ Master generally accepted accounting principles and concepts for both service and merchandising businesses.

### COURSE REQUIREMENTS

Core Requirements (30/32 credits)			Major Requirements		
CS100	Computer Concepts, Applications & Internet or CS120	3	AC150	Financial Accounting	3
EC210	Macroeconomics	3	BU103	Introduction to Business	3
EN110	English Composition I*	3/4	BU201	Principles of Management	3
EN120	English Composition II	3	BU211	Principles of Marketing	3
HI109	World History I	3	BU214	Advertising & Consumer Behavior	3
	or HI110 World History II		BU216	Business Ethics	3
HU110	Oral Communication & Presentation	3	LE212	Business Law	3
PS101	General Psychology	3		Business Electives	6
SO201	Introduction to Sociology	3		Elective	
	Math Elective	3			
	Science Elective	3/4			
				<b>Total Credits:</b>	<b>60/62</b>

Math Electives: MA110 Math for Business, MA130 College Algebra, MA160 Pre-Calculus

Science Electives: BI101 Biological Concepts, SC101 Health & Wellness, SC110 Anatomy & Physiology, SC120 Weather & Climate

\* Based on placement test scores students may be required to enroll in an additional obligatory credit hour of lab studies.