



## 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 advertising, marketing and management.

### 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.
- ▶ Be prepared by having the technical skills needed for today's business world.
- ▶ Understand the economic, technological, social, and legal issues confronting businesses.
- ▶ Recognize that the traits of tolerance, leadership, and team playing are as important as technical skills.
- ▶ Understand the dynamics of the global economy and its impact on the business environment.

### COURSE REQUIREMENTS

Core Requirements (30/31 credits)			Major Requirements		
CS100	Computer Concepts, Applications & Internet or CS120	3	AC130	Financial Accounting I	3
EC210	Macroeconomics	3	AC140	Financial Accounting II	3
EN110	English Composition I*	3	BU103	Introduction to Business	3
EN120	English Composition II	3	BU201	Principles of Management	3
HI109	World History I	3	BU211	Principles of Marketing	3
	<i>or</i> HI110 World History II		BU214	Advertising & Consumer Behavior	3
HU110	Oral Communication & Presentation	3	BU216	Business Ethics	3
PS101	General Psychology	3	BU232	E-Commerce	3
SO201	Introduction to Sociology	3	LE212	Business Law	3
	Math Elective**	3		Business Elective	3
	Science Elective	3/4			
			<b>Total Credits:</b>		<b>60/61</b>

Business Electives: BU205 Personal Finance Management, BU240 Small Business Management, BU245 Principles of Buying, BU255 Retail Management. Other electives may be selected with academic approval.

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

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

\* Based on placement test scores students may be required to take EN109 Fundamentals of English *and/or* EN099 Reading and Study Skills as a prerequisite.

\*\* Based on placement test scores students may be required to take MA098 Elementary Algebra as a prerequisite.