

MARKETING, ASSOCIATE OF APPLIED SCIENCE

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

Course	Title	Credits
First Year		
First Term		
BA 101	Intro to Business ¹	4
BA 214	Business Communications ¹	3
BA 231	Computers in Business	4
WR 121Z	Composition I ¹	4
Credits		15
Second Term		
BA 180	Business Mathematics I	3
BA 233	Accounting for Managers	4
SDP 208	Human Rscs for Supervisors	3
WR 122Z	Composition II ¹	4
Credits		14
Third Term		
BA 106	Business Leadership	3
BA 181	Business Mathematics II	3
BA 223	Principles of Marketing ¹	3
SDP 109	Elements of Supervision	3
WR 227Z	Technical Writing ¹	4
Credits		16
Second Year		
First Term		
BA 128	Accounting Applications I ¹	2
BA 165	Customer Service	3
BA 206	Management Fundamentals ¹	3
BA 238	Professional Selling ¹	3
SDP 113	Human Relations-Supervisors	3
Credits		14
Second Term		
BA 150	Develop a Small Business	4

BA 249	Retailing ¹	3
BA 218	Personal Finance	3
COM 111Z	Public Speaking ¹	4
Credits		14
Third Term		
BA 226	Business Law ¹	4
BA 239	Advertising ¹	3
BA 250	Managing the Small Business	3
BA 253	Social Media Marketing	3
ECON 201	Microeconomics ¹	4
Credits		17
Total Minimum Credits		90

¹ A grade of C or better must be attained in the courses indicated.

Advising Notes

- Scheduling requirements may prevent all courses from being offered every term.
- Please see an advisor for a degree planning worksheet for this program.
- Program Prerequisites: See requirements needed for first term classes.

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 CIS 120 Intro to Digital Literacy (4 cr.) during your first term at UCC.