



MARKETING

This curriculum prepares students to enter marketing positions in retail, wholesale or manufacturing organizations.

MISSION STATEMENT:

In a personalized setting, using multiple delivery methods, we prepare diverse students to acquire business skills, knowledge, and abilities for successful application in a global marketplace.

Curriculum:

108 Credit Hours

Length: 6 Quarters

Technical and Basic Requirements:

71 Credit Hours

AC111 Accounting I/4
BU109 Customer Service/3
BU115 Contract Law/5
BU120 Introduction to Business/3
BU240 International Business I/5
DP144 Developing Business Presentations/3
DP150 Spreadsheet Applications/3
FI210 Principles of Finance/5
MA121 Principles of Management/5
MA226 Human Resources Management I/3
MH169 Business Math/5
MH205 College Algebra/5
MT111 Professional Selling/3
MT120 Advertising/3
MT210 Public Relations/3
MT220 Marketing I/5
MT230 Marketing II/5
WP138 Introduction to Word Processing Applications/3

General Education Requirements:

27 Credit Hours

CO179 Introduction to Human Communication/3
EC215 Macroeconomics/3
EN180 Composition I/5
EN200 Advanced Composition/5
PS274 The American Political Scene/3
PY177 Introduction to Psychology/3
SO220 Cultural Diversity in the United States/3
UN070 Success Strategies/1
UN292 Portfolio Capstone/1

General Education Electives:

3 Credit Hours

Choose courses not required for the program from Art, Communication, English, History, Philosophy, Popular Culture, Psychology, Religion, Science, Sociology, Spanish, University Survey, or Women's Studies.

Specialized Electives:

7 Credit Hours

Specialized electives may be any courses not required in the major.