

ASSOCIATE OF APPLIED BUSINESS DEGREE

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:

65 Credit Hours

AC114 Accounting I/5
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
EC190 Survey of Economics/3
EC215 Macroeconomics/3
FI210 Principles of Finance/5
MA121 Principles of Management/5
MA226 Human Resources Management I/3
MT111 Professional Selling/3
MT120 Advertising/3
MT210 Public Relations/3
MT220 Marketing I/5
MT230 Marketing II/5

General Education Requirements:

37 Credit Hours

CO179 Introduction to Human Communication/3
EN180 Composition I/5
EN200 Composition II/5
MH169 Business Math/5
MH190 Algebra/5
PY177 Introduction to Psychology/3
OR
SO186 Sociology/3
SC200 Principles of Ecology/3
UN100 First Year Experience/1
UN220 Introduction to Diversity Issues/3
UN292 Portfolio Capstone/1
Any 100- or 200-level AR, EN, HI, RE, or SP course/3

General Education Electives:

3 Credit Hours

Choose 100- or 200-level courses from the general education subject categories, which may include Art (AR), English (EN), History (HI), Math (MH), Political Science (PS), Psychology (PY), Religion (RE), Sociology (SO), Spanish (SP), or University Survey (UN).

Specialized Electives:

3 Credit Hours

Choose courses at the 100 or 200 level that are not required in your program.

Note: Elective courses can apply to only one degree level. The same course cannot be re-used to satisfy the elective requirements at the Associate's Degree level and again at the Bachelor's Degree level.