

ASSOCIATE OF APPLIED BUSINESS DEGREE

MARKETING

The associate degree program provides students with the foundational knowledge of marketing concepts preparing graduates for entry-level positions in retail, wholesale, and traditional media organizations.

MISSION STATEMENT:

The Marketing Department of UNOH is committed to providing a well-rounded learning experience for students interested in a degree in marketing. By incorporating real-world application in the classroom, together with a conceptual foundation and global perspective, students are assisted in developing the necessary marketing skills to advance in any given marketing career and create professional business relationships.

108 Credit Hours

Technical and Basic Requirements:

56 Credit Hours

AC114 Accounting I/5
BU115 Contract Law/5
BU240 International Business I/5
EC225 Macroeconomics/5
EC235 Microeconomics/5
FI210 Principles of Finance/5
MA121 Principles of Management/5
MT150 Principles of Marketing/5
MT160 Professional Selling/3
MT225 Retailing/5
MT245 Integrated Marketing Communications/5
MT292 Marketing Capstone/3

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
UN110 First-Year Experience/2
UN220 Introduction to Diversity Issues/3
Any 100- or 200-level AR, EN, HI, RE, or SP course/3

Technical and Basic Electives: 6 Credit Hours

Choose two of the following 100- or 200-level elective courses:

BU109 Customer Service/3
BU250 International Business II/3
DM118 Digital Media Fundamentals/3
MA122 Small Business/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:

6 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.