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.