

A.A.S. IN BUSINESS ADMINISTRATION: MARKETING & RETAILING



2021-2022

A.A.S. IN BUSINESS ADMINISTRATION: MARKETING & RETAILING

(A25120MR) Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing.

Course work includes marketing, retailing, merchandising, selling, advertising, computer technology, and management.

Graduates should qualify for marketing positions within manufacturing, retailing, and service organizations. Graduates from this program will have a sound business educational base for life-long learning. Students will be prepared for employment opportunities in personnel, training, and other human resources development areas.

Fall Semester 1			Lecture	Lab	Credit
ACA	111	College Student Success	1	0	1
ENG	111	Writing & Inquiry	3	0	3
BUS	110	Introduction to Business	3	0	3
OST	130	Comprehensive Keyboarding	2	2	3
BUS	137	Principles of Management	3	0	3
MKT	120	Principles of Marketing	3	0	3
CIS	110	Introduction to Computers OR	2	2	3
CIS	111	Basic PC Literacy	1	2	2
			Total		18/19

Spring Semester 1			Lecture	Lab	Credit
ENG	112	Writing & Research in the Disc	3	0	3
MAT	143	Quantitative Literacy	2	2	3
OST	136	Word Processing	2	2	3
MKT	225	Marketing Research	3	0	3
BUS	121	Business Math	2	2	3
MKT	223	Customer Service	3	0	3
			Total		18

Fall Semester 2			Lecture	Lab	Credit
ACC	120	Principles of Financial Accounting	3	2	4
BUS	115	Business Law I	3	0	3
MKT	220	Advertising & Sales Promotion	3	0	3
DBA	110	Database Concepts	2	3	3
CTS	130	Spreadsheet OR	2	2	3
ACC	149	Introduction to Accounting Spreadsheets	1	3	2
Choose One:					
ECO	151	Survey of Economics	3	0	3
ECO	251	Principles of Microeconomics	3	0	3
ECO	252	Principles of Macroeconomics	3	0	3
			Total		18/19

Spring Semester 2			Lecture	Lab	Credit
MKT	232	Social Media Marketing	3	2	4
BUS	260	Business Communications	3	0	3
MKT	227	Marketing Applications	3	0	3
OST	286	Professional Development	3	0	3
*Humanities Gen Ed Requirement			3	0	3
*Social Science Gen Ed Requirement			3	0	3
			Total		19

TOTAL HOURS 73/75

*Please see the section titled "General Education Requirements for A.A.S. programs" at the end of the Program of Study section for specific courses that fulfill these requirements.



CERTIFICATE IN BUSINESS ADMINISTRATION: MARKETING & RETAILING

(C25120MR)

			Lecture	Lab	Credit
MKT	120	Principles of Marketing	3	0	3
MKT	220	Advertising & Sales Promotion	3	0	3
MKT	225	Marketing Research	3	0	3
MKT	232	Social Media Marketing	3	2	4
MKT	223	Customer Service	3	0	3
				Total	16

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