

Marketing Degree

Degree: Associate in Applied Science
Total Required Credits for Degree: 64
Program Requirements: 40
Program Electives: 12
General Education Credits: 12*
Code: 3204

About the Program

The Marketing program provides the academic and practical background for a successful career in this dynamic field. Graduates have many employment opportunities, including inside and outside sales, customer services, consumer marketing, business-to-business marketing, e-commerce and promotions.

Program web site: www.cod.edu/dept/business

Program Note

Students who earn an Associate in Applied Science degree in this occupational program may enter certain colleges and universities as a junior. If, however, your background and preparation are deficient for the baccalaureate degree requirements, it may take longer than two years to meet the requirements.

Suggested First Semester Courses

Busin 1100	Introduction to Business	3
CIS 1150	Introduction to Computer Information Systems	3
Engli 1101	English Composition I	3
Psych 1100	General Psychology	3
Spec 1100	Fundamentals of Speech Communication ...	3

Program Requirements

Busin 1100	Introduction to Business	3
Accou 1140	Financial Accounting	4
Marke 1170	E-Marketing	3
Marke 2210	Principles of Marketing	3
Marke 2220	Sales	3
Marke 2230	Retailing	3
Marke 2240	Advertising	3
Manag 2210	Principles of Management	3
Buslw 2211	Business Law I	3
CIS 1150	Introduction to Computer Information Systems	3
CIS 1221	Introduction to Spreadsheets	3
Philo 1114	Business Ethics	3
Econo 2201	Macroeconomics and the Global Economy ..	3
OR		
Psych 1100	General Psychology	3
Total.....		40

Program Electives

Select 12 credits from the courses below:

Busin 1111	Customer Service	3
Busin 1170	Electronic Business/Commerce	3
Busin 2255	International Business	3
Marke 1100	Consumer Marketing	3
Marke 1171	Database Marketing	3
Marke 1175	Customer Relationship Management	3
Marke 2250	Business-to-Business	3
Marke 2260	International Marketing	3

*General Education Requirements

Each candidate for an Associate in Applied Science (A.A.S.) degree shall satisfactorily complete a minimum of 18 credits in General Education. For the Marketing degree, some General Education courses are already listed under program requirements. Therefore, students need 12 General Education credits besides those listed under program requirements.

Use the *Student Planning Worksheet* or consult a list of General Education categories and courses for the A.A.S. degree to decide what needs to be taken. Links can be found on the Marketing online program guide (www.cod.edu, click on "Academics" and choose this program from the drop-down menu).

Under the specified General Education headings below, the following courses are recommended for the Marketing degree:

Communications: 6 credits required

Recommended courses: English 1101, Speech 1100

Physical/Life Sciences: 3 to 5 credits required

Required course: Select at least one course with a lab component.

Mathematics: 3 to 5 credits required

Recommended course: Mathematics 1100

Humanities and Fine Arts: 3 credits required

Required course: Philosophy 1114 (already listed under Program Requirements)

Social and Behavioral Sciences: 3 credits required

Required course: Economics 2201 OR Psychology 1100 (already listed under Program Requirements)

Additional A.A.S. Degree Requirements

A minimum of 2 credits must be completed from the list of courses in the Global/Multicultural Studies or Contemporary Life Skills category. Courses taken under Program Requirements or General Education may satisfy this requirement (check first with an adviser).

Required course: Computer Information Systems 1150 (already listed under Program Requirements)

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Marketing

Degree

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Advisers

If you are considering this program as an area of study, consult with an adviser in this field:

	Phone
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