

**MARKETING**
**AAS DEGREE**

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. The **Marketing degree** program requires a minimum of 64 credits in program requirements, program electives and general education in the courses listed below.

**Field of Study Code: MARKE.AAS**
**Program Requirements ..... 43**

Marke 2210	Principles of Marketing .....	3
Marke 2220	Principles of Selling .....	3
Marke 2230	Principles of Retail .....	3
Marke 2240	Advertising .....	3
Marke 2225*	Consumer Behavior .....	3

**OR**

Marke 2250	Business to Business.....	3
Marke 2270	Internet and Social Media Marketing .....	3
Accou 2140	Financial Accounting .....	4
Busin 1100	Introduction to Business .....	3
Buslw 2205	Legal Environment of Business .....	3

**OR**

Buslw 2211	Business Law I .....	3
Cis 1150	Understanding Computers, Information and Systems .....	3

**OR**

Ofti 1200	MS Office for Professional Staff .....	3
Cis 1221	Introduction to Spreadsheets .....	3
Econo 2201	Macroeconomics and the Global Economy....	3

**OR**

Psych 1100	General Psychology .....	3
Manag2210	Principles of Management .....	3
Philo 1114	Business Ethics .....	3

**Program Electives ..... 9**

Select at least nine credits from Marketing, Management or Business disciplines. The courses below may also be used. (In addition to the courses listed above.)

Accou 2150*	Managerial Accounting .....	4
Cis 1222*	Advanced Spreadsheets .....	3
Grdsn 1102	Graphic Design I .....	3
Socio 1205	Introduction to Data Science.....	3

**General Education ..... 12 to 16**

(In addition to the courses listed above.)

**Total Credits Required ..... 64 to 68**
**CERTIFICATE**

The **Marketing certificate** requires a minimum of 31 credits in the courses listed below.

**Field of Study Code: MARKE.CER**
**Total Credits Required ..... 31**
**Program Requirements..... 19**

Marke 2210	Principles of Marketing .....	3
Marke 2270	Internet and Social Media Marketing .....	3
Accou 2140	Financial Accounting .....	4
Busin 1100	Introduction to Business .....	3
Cis 1150	Understanding Computers, Information and Systems .....	3
Manag2210	Principles of Management .....	3

**Program Electives ..... 12**

Select 12 credits from the courses list below. (In addition to the courses listed above.)

Marke 1100	Consumer Marketing .....	3
Marke 1171	Database Marketing.....	3
Marke 1175	Customer Relationship Management .....	3
Marke 2220	Principles of Selling .....	3
Marke 2230	Principles of Retail .....	3
Marke 2240	Advertising .....	3
Marke 2250	Business to Business .....	3
Busin 1170	Electronic Business/Commerce .....	3

**CERTIFICATE**

The **Consumer Marketing certificate** requires a minimum of 12 credits in the courses listed below.

**Field of Study Code: MARKE.CER.CON**
**Total Credits Required ..... 12**
**Program Requirements..... 9**

Marke 1100	Consumer Marketing .....	3
Marke 2210	Principles of Marketing .....	3
Busin 1100	Introduction to Business .....	3

**Program Electives ..... 3**

Select three credits from the courses list below. (In addition to the courses listed above.)

Marke 2220	Principles of Selling .....	3
Marke 2240	Advertising .....	3
Cis 1150	Understanding Computers, Information and Systems .....	3