

Marketing Management

Degree Type

Associate of Applied Science

Program Description

Marketing studies an organization's activities as they relate to serving the needs of customers. Marketing relies on an understanding of buyer behavior and research. Our Marketing Management degree provides the knowledge and skills required to develop ideas, goods, and services to satisfy both individual and organizational objectives.

Product management from its conception to pricing, promotion, and distribution will be addressed. Students will be able to apply marketing research and advertising principles to a product or service. In addition, developing a marketing plan is an essential component of this program as it is key to any business or organization.

Career Opportunities

- Brand/Product Manager
- Marketing Researcher
- Account Manager
- Media Manager
- Sales Associate
- Retail Manager

Program Objectives

Upon completion of the program, the student will be able to:

1. Apply marketing research principles to a company's product or service.
2. Apply advertising principles to promote a firm's image and product/service offering.
3. Develop a marketing plan for a business using the fundamental elements of the marketing mix.
4. Present business/marketing projects or research findings clearly in reports.

Obtaining the Degree

To earn the Associate of Applied Science degree, students must:

- Matriculate into the program.
- Satisfactorily complete all degree requirements, including General Education and Major Requirements.

General Education Requirements

Course Code	Title	Credits
FYE 101	First Year Experience	1
COM 101	Public Speaking	3
ENG 110	English Composition I**	3
MAT 110	Business Mathematics	3
	Elective - Science 3 or 4 Credits	3-4
	Elective - Cultural Awareness and Diverse Perspectives	3

Major Requirements

Course Code	Title	Credits
BUS 110	Introduction to Business	3
BUS 130	Personal Consumer Finance	3
BUS 225	Business Ethics	3
BUS 210	Business Law	3
BUS 125	Management Principles	3
BUS 165	Human Resource Management	3
BUS 230	Principles of Marketing	3
ACC 150	Accounting Principles I	3
	BUS 298 or Social Science or Humanities Elective	3
DSG 110	Graphic Design	3
MKT 100	Consumer Behavior	3
MKT 120	Market Research	3
MKT 140	Advertising	3
MKT 200	Sales and Customer Service	3
MKT 220	Digital Marketing Analytics	3

Cultural Awareness & Diverse Perspectives Electives

Students must select one course to meet the Cultural Awareness and Diverse Perspectives requirement. The selected course may not meet any other program or general education requirement.

Course Code	Title	Credits
ANT 100	Introduction to Cultural Anthropology**	3
BEH 101	Behavioral Science Exploration	1
CIV 100	Western Civilization: Ancient through Renaissance**	3
CIV 110	Western Civilization: Renaissance to Present**	3
GEO 100	Introduction to Geography	3
HIS 200	American Immigration	3
PSY 215	Death and Dying	3
SOC 100	Introduction to Sociology**	3
SOC 200	Contemporary Social Issues	3
SOC 205	Race, Class, and Gender in Society	3

Science Electives

Course Code	Title	Credits
AST 100	Introduction to Astronomy	3
BIO 102	Life Science	3
HSC 130	Basic Anatomy and Physiology	3
	BIO 104 and BIO 114	4
CHM 120	General Chemistry I	4
ENV 110	Introductory Environmental Science	3
	GLG 102 and GLG 103	4
	PHY 102 and PHY 103	4

Social Science Electives

Course Code	Title	Credits
ANT 100	Introduction to Cultural Anthropology**	3
CIV 100	Western Civilization: Ancient through Renaissance**	3
CIV 110	Western Civilization: Renaissance to Present**	3
CIV 200	Ancient Rome and the Barbarians	3
CRJ 110	Introduction to Criminal Justice	3
ECO 100	Macroeconomics	3
ECO 110	Microeconomics	3
GEO 100	Introduction to Geography	3
GOV 100	Introduction to American National Government**	3
GOV 210	Current Events and Public Policy Issues	3
HIS 100	U.S. History I: Discovery through Reconstruction**	3
HIS 110	U.S. History II: Reconstruction to Present**	3
HIS 200	American Immigration	3
HIS 205	American Popular Culture	3
HIS 210	The Civil War and Reconstruction	3
HIS 250	World War II through Film	3
PSY 100	General Psychology**	3
PSY 130	Human Development Across the Lifespan	3
PSY 200	Abnormal Psychology	3
PSY 215	Death and Dying	3
SOC 100	Introduction to Sociology**	3
SOC 125	Drugs in Society	3
SOC 135	Families in Society	3
SOC 200	Contemporary Social Issues	3
SOC 205	Race, Class, and Gender in Society	3

Humanities Electives

Course Code	Title	Credits
ART 101	Introduction to Art History**	3
ART 105	Drawing Fundamentals	3
ENG 230	Survey of American Literature I	3
ENG 235	Survey of American Literature II	3
ENG 271	World Literature	3
ENG 240	Survey of British Literature I	3
ENG 245	Survey of British Literature II	3
ENG 250	Women and Literature	3
FLM 110	Introduction to American Cinema	3
HUM 100	Introduction to Humanities	3
MPR 100	Introduction to Production	3
MUS 100	Introduction to Music	3
MUS 200	History of Rock n' Roll	3
PHI 100	Critical Thinking	3
PHI 110	Introduction to Philosophy**	3
PHI 200	Introduction to Ethics	3
REL 100	World Religions/Religious Studies	3
REL 200	Understanding the Bible	3
	Total Credits	61-62

Course Sequencing

Fall 1

Course Code	Title	Credits
FYE 101	First Year Experience	1
ENG 110	English Composition I**	3
MAT 110	Business Mathematics	3
BUS 110	Introduction to Business	3
DSG 110	Graphic Design	3
ACC 150	Accounting Principles I	3

Spring 1

Course Code	Title	Credits
COM 101	Public Speaking	3
	Elective - Science 3 or 4 Credits	3-4
BUS 230	Principles of Marketing	3
BUS 125	Management Principles	3
MKT 100	Consumer Behavior	3

Fall 2

Course Code	Title	Credits
MKT 120	Market Research	3
MKT 140	Advertising	3
BUS 130	Personal Consumer Finance	3
BUS 225	Business Ethics	3
	Elective - Cultural Awareness and Diverse Perspectives	3

Spring 2

Course Code	Title	Credits
MKT 200	Sales and Customer Service	3
BUS 165	Human Resource Management	3
MKT 220	Digital Marketing Analytics	3
BUS 210	Business Law	3
	BUS 298 or Social Science Elective or Humanities Elective	3