

Degree Description

This program expands your career opportunities in the exciting and dynamic field of marketing. Emphasis is on developing skills in marketing strategy, advertising, salesmanship and retailing management. On-the-job training internships supplement the classroom experience.

Marketable Skills

1. Marketing skills: Learn to understand and apply marketing concepts including consumer behavior, external environment factors, marketing research, target markets, and the marketing mix.
2. Management skills: Learn to understand the issues of marketing management including site locations, site design merchandising, pricing, and store management.
3. Selling skills: Learn to apply the elements of the selling process.
4. Advertising skills: Learn the basis for creativity, message strategy, art direction, production, and media selection involved in advertising.
5. Computer skills: Learn to use word processing, spreadsheet, data analysis, presentation, and database computer software to conduct business operations.
6. Communication skills: Learn the ability to effectively develop, interpret, and express ideas through written, oral, and visual communication approaches.
7. Critical thinking skills: Learn to diagnose, propose, and implement solutions to business problems through research, synthesis, and application of information.
8. Ethics skills:

Learn ways to evaluate situations and make ethical decisions that are socially responsible.

Semester I	Hours
ACNT 1303 Introduction to Accounting I ¹ <i>or</i> BMGT 2310 Financial Management	3 hours
BUSI 1301 Business Principles	3 hours
SPCH 1315 Public Speaking <i>or</i> SPCH 1318 Interpersonal Communication <i>or</i> SPCH 1321 Business & Professional Communication	3 hours
BMGT 1327 Principles of Management	3 hours
MRKG 1311 Principles of Marketing	3 hours
	15 hours
Semester II	Hours
POFT 1301 Business English <i>or</i> ENGL 1301 Composition I	3 hours
MRKG 1302 Principles of Retailing	3 hours
MRKG 2333 Principles of Selling	3 hours
BCIS 1305 Business Computer Applications ²	3 hours
BUSI 2301 Business Law	3 hours
	15 hours
Semester III	Hours
COMM 1307 Introduction to Mass Communication	3 hours
MRKG 2349 Advertising & Sales Promotion	3 hours
ENGL 2311 Technical & Business Writing	3 hours
MATH 1342 Elementary Statistical Methods	3 hours
MRKG 2388 Internship-Marketing Mgmt-General ⁴	3 hours
	15 hours
Semester IV	Hours
ECON 1301 Introduction To Economics <i>or</i> ECON 2301 Principles of Macroeconomics <i>or</i> ECON 2302 Principles of Microeconomics	3 hours
ARTC 1302 Digital Imaging I <i>or</i> ARTC 1313 Digital Publishing I	3 hours
HAMG 2330 Convention and Group Management and Services	3 hours
MRKG 2389 Internship-Marketing Mgmt, General ⁴	3 hours
IMED 2309 Internet Commerce <i>or</i> ARTV 1351 Digital Video	3 hours
	15 hours

Total hours: 60 hours

¹ A business elective may be substituted for ACNT 1303 if the student has one year of high school accounting/bookkeeping or accounting experience.

² Recommended for students transferring to a 4-year institution.

³ MRKG 2389 is the CAPSTONE course which brings together skills and knowledge learned in other classes and applied them in decision-making situations and in completing job task. Must be a Marketing Major.

⁴ Student must meet Guidelines for Internship and have approval of the program director before enrolling in this course.

Course Descriptions

ACNT 1303 Introduction to Accounting I

Analyzes, classifies, and records business transactions in a manual and computerized environment. Emphasis is on understanding the complete accounting cycle and preparing financial statements, bank reconciliations, and payroll. May not be counted toward the associate degree if taken after successful completion of ACCT 2401. Semester Hours 3 (3 lec/lab)

BMGT 2310 Financial Management

Presents examination of accounting information to support managerial decision-making processes. Topics include managerial concepts and systems, various analyses for decision making, and planning and control. Semester Hours 3 (3 lec)

BUSI 1301 Business Principles

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life. Semester Hours 3 (3 lec)

SPCH 1315 Public Speaking

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations. Semester Hours 3 (3 lec)

SPCH 1318 Interpersonal Communication

Application of communication theory to interpersonal relationship development, maintenance, and termination in relationship contexts, including friendships, romantic partners, families, and relationships with co-workers and supervisors. Semester Hours 3 (3 lec)

SPCH 1321 Business & Professional Communication

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams, and technologically mediated formats. Semester Hours 3 (3 lec)

BMGT 1327 Principles of Management

Examines concepts, terminology, principles, theories, and issues in the field of management. Semester Hours 3 (3 lec)

MRKG 1311 Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. Semester Hours 3 (3 lec)

POFT 1301 Business English

Introduces the practical application of basic language usage skills with emphasis on fundamentals of writing and editing for business. Students will apply the basic rules of grammar, spelling, capitalization, number usage, and punctuation; utilize terminology applicable to technical and business writing; develop proofreading and editing skills; and teaches how to write effective sentences and paragraphs for business applications. Semester Hours 3 (3 lec)

ENGL 1301 Composition I

Intensive study of and practice in writing processes, from invention and researching to drafting, revising, and editing, both individually and collaboratively. Emphasis is on effective rhetorical choices, including audience, purpose, arrangement, and style. Focus is on writing the academic essay as a vehicle for learning, communication, and critical analysis. Note: ENGL 1301 is a pre-requisite for all 2000-level literature courses. Prerequisite: TSI complete in Writing or the equivalent. Semester Hours 3 (3 lec)

MRKG 1302 Principles of Retailing

Introduces to the retailing environment types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing. Semester Hours 3 (3 lec/lab)

MRKG 2333 Principles of Selling

Presents an overview of the selling process. Identification of the elements of the communication process between buyers and sellers in business and examination of the legal regulations and ethical issues of business that affect salespeople. Offered only in spring. Semester Hours 3 (3 lec)

BCIS 1305 Business Computer Applications

Introduces and develops foundational skills in applying essential and emerging business productivity information technology tools. The focus of this course is on business productivity software applications, including word processing, spreadsheets, databases, presentation graphics, data analytics, and business-oriented utilization of the internet. (BCIS 1305 is included in the Business Field of Study.) Semester Hours 3 (2 lec/2 lab)

BUSI 2301 Business Law

Provides the student with foundational information about the U.S. legal system and dispute resolution, and their impact on business. The major content areas will include general principles of law, the relationship of business and the U.S. Constitution, state and federal legal systems, the relationship between law and ethics, contracts, sales, torts, agency law, intellectual property, and business law in the global context. Semester Hours 3 (3 lec)

COMM 1307 Introduction to Mass Communication

Survey of basic content and structural elements of mass media and their functions and influences on society. Semester Hours 3 (3 lec)

MRKG 2349 Advertising & Sales Promotion

Presents integrated marketing communications. Introduces advertising principles, practices, and multimedia of persuasive communication, including buyer behavior, budgeting, and regulatory constraints. Offered only in fall. Semester Hours 3 (3 lec)

ENGL 2311 Technical & Business Writing

Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice of individual and collaborative processes involved in the creation of ethical and efficient documents. Prerequisite: TSI complete in Writing or the equivalent. Semester Hours 3 (3 lec)

MATH 1342 Elementary Statistical Methods

Collection, analysis, presentation and interpretation of data, and probability. Analysis includes descriptive statistics, correlation and regression, confidence intervals and hypothesis testing. Use of appropriate technology is recommended. Graphing calculator required. Prerequisite: TSI math complete or MATH 0308 or completion of college-level math course. Semester Hours 3 (3 lec)

MRKG 2388 Internship-Marketing Mgmt-General

Establishes a work-based learning experience that enables the student to apply specialized occupational theory, skills and concepts. A learning plan is development by the college and the employer. Prerequisite: MRKG 1311. Must meet internship requirements. (See Guidelines for Internships). Semester Hours 3 (16 Internship/Preceptorship)

ECON 1301 Introduction To Economics

Analyzes microeconomic and macroeconomic principles for non-business majors. Microeconomic topics will include supply and demand, consumer behavior, price and output decisions by firms under various market structures, factor markets, market failures, international trade, and exchange rates. Macroeconomic topics will include national income, unemployment, inflation, business cycles, aggregate supply and demand, monetary and fiscal policy, and economic growth. Semester Hours 3 (3 lec)

ECON 2301 Principles of Macroeconomics

Analyzes the economy as a whole including measurement and determination of aggregate demand and aggregate supply, national income, inflation, and unemployment. Other topics include international trade, economic growth, business cycles, fiscal policy and monetary policy. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in INRW 0402. Semester Hours 3 (3 lec)

ECON 2302 Principles of Microeconomics

Analyzes the behavior of individual economic agents, including consumer behavior and demand, producer behavior and supply, price and output decisions by firms under various market structures, factor markets, market failures, and international trade. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in INRW 0402. Semester Hours 3 (3 lec)

ARTC 1302 Digital Imaging I

Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions. Semester Hours 3 (2 lec/2 lab)

ARTC 1313 Digital Publishing I

Introduces the fundamentals of using digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout. Students learn to apply fundamentals of page layout, define typographic terminology and specifications, import text and graphics into page layout programs, and the course discusses file formats and file management. Prerequisite: ITSW 1301 with a grade of C or better or approval of the Program Director. Semester Hours 3 (2 lec/2 lab)

HAMG 2330 Convention and Group Management and Services

Presents the essential components of successful convention and meeting planning. Semester Hours 3 (3 lec)

MRKG 2389 Internship-Marketing Mgmt, General

Establishes a work-based learning experience that enables the student to apply specialized occupational theory, skills and concepts. A learning plan is development by the college and the employer. Prerequisites: MRKG 1311 and either MRKG 2388, MRKG 2333, MRKG 2349 or MRKG 1302. An approved work station. Must meet internship requirements. (See Guidelines for Internships). Semester Hours 3 (16 lab)

IMED 2309 Internet Commerce

Gives an overview of the Internet as a marketing and sales tool with emphasis on developing a framework for electronic commerce. Perform audience analysis; identify marketing objectives; evaluate strategies for secure data transfer and storage; and design a web project to interact with a database. Prerequisites: BCIS 1305 with a minimum grade of C or equivalent intro to computer course with consent of instructor; basic Web design skills suggested. Semester Hours 3 (2 lec/2 lab)

ARTV 1351 Digital Video

Develops skills in producing and editing video and sound for multimedia or Web productions. Emphasis is placed on the capture, editing, and outputting of video using a digital video workstation. Semester Hours 3 (2 lec/2 lab)
