

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
BMGT 1327 Principles of Management	3 hours
MRKG 1302 Principles of Retailing	3 hours
MRKG 1311 Principles of Marketing	3 hours
	15 hours

Semester II	Hours
BCIS 1305 Business Computer Applications ²	3 hours
POFT 1301 Business English <i>or</i> ENGL 1301 Composition I	3 hours
MRKG 2349 Advertising & Sales Promotion	3 hours
MRKG 2333 Principles of Selling	3 hours
MRKG 2388 Internship-Marketing Mgmt-General ^{3,4,5}	3 hours
	15 hours

Total hours: 30 hours

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

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

³ Student must meet Guidelines for Internship and have approval of the program director before enrolling in this course.

⁴ MRKG 2388 is a Capstone course that brings together skills and knowledge learned in other classes and applies them in decision-making situations and in completing job tasks. Check for prerequisites.

⁵ Prerequisite: MRKG 1311

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)

BMGT 1327 Principles of Management

Examines concepts, terminology, principles, theories, and issues in the field of management. 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 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)

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)

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 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)

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)

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)
