

## MARKETING - GENERAL SPECIALIZATION - AAS

The AAS in Marketing provides students with the knowledge, skills, and abilities to pursue a career in marketing, marketing research, advertising, retailing or sales. The degree offers a wide spectrum of courses in all aspects of marketing including marketing services. The program is designed for anyone seeking entry-level employment in the field of Marketing.

### YEAR 1

#### First Semester

	LEAD	1370	Workforce Leadership with Critical Thinking*	3
	ENGL	1301	Composition I	3
	ECON	2302	Principles of Microeconomics	3
	MRKG	1311	Principles of Marketing	3
or	MATH	1324	Finite Mathematics with Applications	3
	XXXX	#3##	Math/Natural Science Elective	

#### Second Semester

	ENGL	1302	Composition II	3
or	ENGL	2311	ENGL 2311 Technical Writing	
	MRKG	2312	E-Commerce	3
or	MRKG	2371	Services Marketing	3
	MRKG	1391	Special Topics in Business Marketing and Management	
	MRKG	1302	Principles of Retailing	
	BUSG	1301	Introduction to Business	3
or	ACNT	1303	Introduction to Accounting I	3
	ACCT	2301	Principles of Accounting I	

15

15

### YEAR 2

#### First Semester

	BMGT	1327	Principles of Management	3
	MRKG	2372	Consumer Behavior	3
	MRKG	2333	Principles of Selling	3
	MRKG	2380	Cooperative Education I- Marketing/Marketing Management, General	3

12

#### Second Semester

	MRKG	2348	Marketing Research and Strategies	3
	MRKG	2374	Marketing Case Studies	3
	HRPO	1311	Human Relations	3
	IBUS	1354	International Marketing Management	3
	MRKG	2349	Advertising and Sales Promotion	3
	XXXX	#3##	Approved Humanities/Fine Arts Elective	3

18

#### Program Total

60