



Associate of Science

Emphasis in Marketing

Program of Study: Associate of Science Emphasis in Marketing

The Associate of Science emphasis in Marketing addresses the four P's of marketing science – product, pricing, place of distribution, and promotion – as they relate to new business opportunities. The general marketing foundation emphasizes core business, advertising and sales skills, as students analyze methods of identifying demographic variables, publicizing products or services, and communicating effectively with customers.

Candidates graduating with the AS in Marketing will:

- Select, analyze, and integrate current marketing theories and paradigms to support business practices.
- Analyze effective communication with customers, employees, suppliers, and other stakeholders of marketing enterprises.
- Identify and analyze market situations and evaluate possible marketing solutions and strategies.

General Education Requirements (27 credit hours)

Course Number	Course Title	Course Description	Credits
ENG 101	Composition (or comparable Composition class)	Provides instruction, guidance, and feedback for the fundamental principles of effective expository writing. Topics include elements of content, organization, writing conventions, and format, applied to areas of the business core program.	3
ENG 103	Business Writing (or comparable Composition class)	Emphasizes audience, tone, development, discourse, and vocabulary appropriate to writing for business purposes. Students employ writing topics applied to areas of the business core program. <i>Prerequisite: ENG101.</i>	3
SPC 101	Business Presentations (or comparable Speech class)	Prepares students to develop and deliver presentations to yield results within informative, persuasive, goodwill, sales, and training venues. The course includes preparing charts and graphs, running productive meetings, and effective public speaking.	3
ECO 201	Macroeconomics (or comparable lower division economics class)	Addresses effects of the national economy on business cycles in regard to growth, inflation, and unemployment. Students consider how these factors are related to micro-level performance.	3
POL 101	U.S Government (or other 100 level or above political science class)	Reviews the structure and functions of the U.S. government and the system of checks and balances with regard to federal power. The course distinguishes the types of authority that are left to the individual states.	3
PSY 101	Psychology (or other 100 level)	Introduces basic theoretical constructs of psychology that explain mental processes and behavior. Students	3

	or above psychology class)	compare various schools of thought regarding perception, cognition, emotion, personality, and interpersonal relationships.	
PHL 101	Business Ethics (or other 100 level or above philosophy class)	Analyzes practical moral dilemmas that arise in business environments and the ethical principles that guide resolution of them. Students examine issues from multiple points of view in order to describe the role of business ethics as reconciling conflicting interests.	3
BIO 101	Environmental Studies I (with lab) (or other 100 level or above physical science class)	Identifies ways in which humans interact with and impact their environment, including natural, constructed, and cultural surroundings. Students consider relationships among these environments that give rise to diverse business and economic circumstances. There is a lab component in this course.	3
MAT 101	Introductory Algebra (or other 100 level or above math or statistics class)	Introduces fundamental algebra concepts. Topics include integers; fractions, decimals, and percentages; algebra notation and symbols; solving equations with roots and powers; linear equations and inequalities; graphing and linear systems; exponents and polynomials; and factoring.	3

Business Core Requirements (12 credit hours)

Course Number	Course Title	Course Description	Credits
ACT 201	Accounting I	Covers fundamental accounting concepts and techniques in accordance with Generally Accepted Accounting Principles for ledgers, journals, and the accounting cycle; introduces financial statements. Students conduct major operations for analysis of business transactions.	3
BUS 201	Intro to Environment of Business	Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.	3
FIN 201	Finance I	Surveys major topics in financial management, including the financial environment, financial goals of corporations, the agency problem between stockholders and top executives, the time value of money, the risk and return relationship, financial statement analysis, financial markets and institutions, and the valuation of securities.	3

LAW 201	Legal Environment of Business	Investigates legal aspects of business. Students examine types of law, contracts, and regulatory obligations.	3
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Emphasis Area Requirements (12 credit hours)

Course Number	Course Title	Course Description	Credits
MKT 201	Advertising	Surveys the role, strategies, media, and creative elements of advertising in the U.S. Students distinguish the goals of advertising from those of public relations.	3
MKT 203	Personal Selling	Covers psychology, sales knowledge, and communication procedures for establishing effective customer-product/service alignment. Students investigate partner relationships that support entrepreneurship.	3
MKT 205	Promotion and Sales	Familiarizes students with the concepts and processes involved in an Integrated Marketing Communications (IMC) Plan. Students learn how the different communication elements such as advertising and promotion work together to enhance the marketing function and achieve maximum impact in the marketplace.	3
MKT 299	Marketing Project	Integrates major concepts and skills within the marketing emphasis. Students explore marketing principles in an existing enterprise or establishment. <i>Must be taken as last course in AS marketing emphasis or certificate in Marketing program.</i>	3

Electives (9 credit hours)

Additional credit hours of course work must be selected from across the AS program or transferred to complete the 60 hours of required study.

Total General Ed. Credits: 27

Total Business Core Credits: 12

Total Emphasis Area Credits: 12

Total Elective Credits: 9

Total Associate of Science: Emphasis in Marketing Credits: 60