

MARKETING

Associate in Applied Science Degree

This 61-62 credit-hour is designed for persons interested in preparing for positions in the dynamic field of marketing.

Career opportunities in marketing are quite extensive and diversified. Career objectives of persons completing this program would be in the areas of advertising, sales, sales promotion, market research, product development, pricing, wholesaling, direct marketing, retailing and merchandising.

Students can choose a basic program of study in marketing or one of the specialized study areas. Students earning an associate in applied science degree in marketing must complete the following required general education courses, required core courses and 21 credit hours of course work from the specialized study areas¹.

Required General Education Courses:

ENG	101	Composition.....	3
ENG	102	Composition or	
ENG	130	Business Writing I or	
SPE	101	Fundamentals of Speech Communication.....	3
		Humanities elective ⁴	3
MGT	150	Business Math (3) or	
		Mathematics elective ² (3-4).....	3-4
PSY	101	Introduction to Psychology.....	3
PSY	245	Industrial/Organizational Psychology.....	3

Required Core Courses:

ACC	101	Introduction to Financial Accounting.....	4
ACC	102 ³	Introduction to Managerial Accounting or	
ACC	211	Business Law I.....	3
ECO	200 ³	Introduction to Economics or	
ECO	211	Microeconomics.....	3
CIS	100 ³	Computer Fundamentals or	
CIS	101	Introduction to Computer Information Systems.....	3
MGT	111	Introduction to Business Organization.....	3
MGT	270	Principles of Management.....	3
MKT	245	Principles of Marketing.....	3

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Specialized Study Areas:

Depending on the student's career needs, he/she may choose courses from the following specialized study areas. It is recommended that students pursue one of the following specialized areas and consult with the program coordinator or Student Development faculty member.

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Any combination of 21 credit hours may be selected from the courses listed below.

MKT	105	Sports Marketing	3
MKT	106	Retail Merchandising	3
MKT	140	Principles of Professional Selling	3
MKT	202	Marketing for Non-Profit Organizations.....	3
MKT	217	Advertising	3
MKT	240	Advanced Sales Skills	3
MKT	246	Business to Business Marketing	3
MKT	247	Consumer Buying Behavior	3
MKT	248	Direct Marketing	3
MKT	250	Retailing	3
MKT	252	Internet Marketing.....	3
MKT	255	Marketing Research	3
MKT	260	International Marketing.....	3
MKT	280	Marketing Problems.....	3
MKT	281	Internship in Marketing	3
MKT	285	Topics In Marketing5-3
MKT	290	Principles of Exporting and Importing	3

Retailing

Required:⁴

FAS	212	Visual Fashion Merchandising or	
MKT	110	Retail Store Layout and Imaging.....	2
MKT	106	Retail Merchandising	3
MKT	120	Customer Service	1
MKT	250	Retailing	3
MKT	251	Retail Merchandise Management	3

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Associate in Applied Science Degree continued....

Electives:

Select at least nine credit hours from the following:⁴

MGT	154	Small Business Management.....	3
MGT	160	Principles of Supervision	3
MKT	140	Principles of Professional Selling.....	3
MKT	217	Advertising.....	3
MKT	247	Consumer Buying Behavior	3
MKT	252	Internet Marketing.....	3
MKT	248	Direct Marketing	3
MKT	281	Internship in Marketing	3
MKT	285	Topics in Marketing5-3

SALES

Required:⁴

MKT	140	Principles of Professional Selling.....	3
MKT	141	Sales Management.....	3
MKT	240	Advanced Sales Strategies	3
MKT	247	Consumer Buying Behavior	3

Electives:

Select at least nine credit hours from the following:⁴

MGT	160	Principles of Supervision	3
MKT	105	Sports Marketing	3
MKT	106	Retail Merchandising or	
MAT	125	Purchasing.....	3
MKT	120	Customer Service	1
MKT	202	Marketing for Non-Profit Organizations.....	3
MKT	246	Business to Business Marketing	3
MKT	248	Direct Marketing	3
MKT	252	Internet Marketing.....	3
MKT	281	Internship in Marketing	3
MKT	285	Topics in Marketing5-3

MARKETING COMMUNICATIONS

Required:⁴

JNM	232	Introduction to Advertising or	
MKT	217	Advertising.....	3
JNM	233	Introduction to Public Relations.....	3
MKT	255	Marketing Research	3

Electives:

Select at least 12 credit hours from the following:⁴

JNM	136	Broadcast Writing	3
JNM	235	Publications Editing and Design.....	3
MKT	140	Principles of Professional Selling.....	3
MKT	246	Business to Business Marketing	3
MKT	247	Consumer Buying Behavior	3
MKT	248	Direct Marketing	3
MKT	252	Internet Marketing.....	3
MKT	260	International Marketing.....	3
MKT	281	Marketing Internship.....	3

¹ Students are reminded that not all courses are offered each semester. In determining course selection, the student should consult with a Student Development faculty member or program coordinator.

² Mathematics elective: MTH 103, MTH 124, MTH 134, MTH 165. Meet with Student Development faculty member or program coordinator for appropriate course.

³ Meet with Student Development faculty member or program coordinator for appropriate ACC, CIS or ECO course.

⁴ Students must satisfy the prerequisites for each course selected.

♦ Students need to choose a course to meet this requirement that also meets the World Cultures and Diversity graduation requirement.

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E-Commerce Business Certificate

This 15 credit-hour certificate program is designed to give individuals with little technical or business training the skills necessary to start and manage viable Web-based businesses or consult with others on e-commerce business start-ups. The principles learned in this program could also be applied to existing businesses wishing to expand by offering a Web-based alternatives.

Required:

CIS	218	E-Commerce Development.....	3
MGT	154	Small Business Management.....	3
MKT	252	Internet Marketing.....	3

Electives: Select six credit hours from the following courses:

CIS	100	Computer Fundamentals or	
CIS	101	Introduction to Computer Information Systems	3
CIS	119 ¹	Web Site Development I.....	3
MKT	245	Principles of Marketing	3
MKT	247	Consumer Behavior.....	3
MKT	255	Marketing Research	3
PLS	222	Intellectual Property.....	3

¹ Students must satisfy prerequisite.

Marketing Certificate

This is 12 credit-hour certificate program is designed for those interested in obtaining basic marketing skills that can be used in entry-level marketing positions.

Required:

MKT	245	Principles of Marketing	3
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Electives: Select nine credit hours from the following:

MKT	105	Sports Marketing	3
MKT	140	Principles of Professional Selling.....	3
MKT	202	Marketing for Non-Profit Organizations.....	3
MKT	217	Advertising.....	3
MKT	247	Consumer Buying Behavior	3
MKT	252	Internet Marketing.....	3
MKT	255	Marketing Research	3
MKT	281	Internship in Marketing	3

Marketing Research Certificate

This 6 credit-hour certificate program is designed to give individuals with little or no formal training the skills necessary to function as a market research analyst. The principles learned in these classes will help individuals efficiently target markets, design research instruments, and identify potential markets for new and existing products and services.

Required:

GEG	151	Geographic Information Systems I.....	3
MKT	255	Market Research	3

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Retail Merchandising Certificate

This is a 17-18 credit-hour certificate program designed for individuals with career interests in the retail management field. It is especially appropriate for those individuals employed in retailing who are seeking skills and knowledge which may prepare them for career advancement.

Required:

FAS	212	Visual Fashion Merchandising (2) or	
MKT	217	Advertising (3)	2-3
MKT	106	Retail Merchandising	3
MKT	250	Retailing	3
MKT	251	Retail Merchandise Management	3

Electives: Select at least six credit hours from the following courses:

ACC	099	Business Recordkeeping (3) or	
ACC	101	Introduction to Financial Accounting (4).....	3-4
MGT	111	Introduction to Business Organization	3
MGT	154	Small Business Management.....	3
MGT	160	Principles of Supervision	3
MKT	140	Principles of Professional Selling	3
MKT	245	Principles of Marketing	3

Sales Management and Development Certificate

This 15 credit-hour certificate program is designed to provide in-service and pre-service training and development for industrial sales and sales management personnel representing manufacturers, service marketers, wholesalers or other marketing middlemen. Through the selection of courses, this program can satisfy both the career needs of individuals seeking to develop and expand their selling and account servicing skills and individuals preparing for sales management responsibilities. This certificate program would be especially appropriate for individuals who are entering the professional field without a formal sales or marketing education.

Program requirements are satisfied by completing six hours from Group I and nine hours from Group II for a total minimum of 15 credit hours. To achieve an individual program designed to complement the student's industrial and educational background, the selection of courses should be made in consultation with the coordinator.

Electives: Group I (Select six credit hours from the following):

MKT	140	Principles of Professional Selling	3
MKT	141	Sales Management.....	3
MKT	240	Advanced Sales Strategies	3
MKT	247	Consumer Buying Behavior	3

Electives: Group II (Select nine credit hours from the following):

ACC	211	Business Law I	3
MAT	125	Purchasing.....	3
MGT	111	Introduction to Business Organization	3
MGT	160	Principles of Supervision	3
MKT	141	Sales Management.....	3
MKT	240	Advanced Sales Strategies	3
MKT	245	Principles of Marketing	3
MKT	246	Business to Business Marketing	3