











Marketing Concentration (9227)

Associate of Applied Business Degree

This concentration prepares students for management or leadership roles in the field of marketing. It enables students to select from a number of relevant courses including advertising, sales, research, and marketing technology.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1000 or ITIS 1005	Basic Computer Skills ² or Computer Essentials	1
MATH 1040	Applied Business Mathematics ³	2
Credit Hours		17
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management 	3
BUSM 2500	Principles of Marketing 	3
ECON 2600	Principles of Microeconomics	3
MATH 1050	Mathematics of Finance ³	2
Credit Hours		14
Third Semester		
BUSM 1400	Professional Personal Selling 	3
BUSM 1700	Principles of E-Business 	3
BUSM 2100	Business Law I 	3
BUSM 2400	Business Communication	3
BUSM 2520	Marketing of Services 	3
BUSM 2530	Advertising 	3
Credit Hours		18
Fourth Semester		
ACCT 1270 or ACCT 1200	Financial Analysis Using Spreadsheets  ⁴ or Introduction to Managerial Accounting	3
BUSM 2550	Direct and Internet Marketing 	3
BUSM 2700	Management Philosophy and Practice 	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		12
Total Credit Hours		61

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college.

³ Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor

⁴ Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.



This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3