

BUSINESS ADMINISTRATION MARKETING AND RETAILING CONCENTRATION A2512F

Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing.

Course work includes marketing, retailing, merchandising, selling, advertising, computer technology, and management. Graduates should qualify for marketing positions within manufacturing, retailing, and service organizations.

Business Administration Marketing and Retailing Concentration Associate in Applied Science Degree A2512F (Revised 2005*03) Course and Hour Requirements

Title	Hours Class	Lab	Work Exp.	Credits
I. General Education Courses: 18 Hours				
A. English: 6 Hours				
ENG 111 Expository Writing	3	0	0	3
ENG 112 Argument-Based Research	3	0	0	3
or				
ENG114 Professional Research & Reporting	3	0	0	3
B. Social/Behavioral Sciences: 3 Hours				
ECO 252 Principles of Macroeconomics	3	0	0	3
C. Humanities/Fine Arts: 6 Hours				
COM 231 Public Speaking	3	0	0	3
<i>3 SHC Selected from the list of humanities and fine arts electives for the Associate in Applied Science Degree appearing in the college catalog.</i>				
D. Math/Natural Sciences: 3 Hours				
<i>3 SHC Selected from the list of math / natural science electives for the Associate in Applied Science Degree appearing in the college catalog.</i>				
AND				
Students are required to demonstrate competency in MAT 080 prior to receiving a degree.				
II. Major Courses: 54 Hours				
A. Core: 18 Hours				
ACC 120 Prin of Financial Acct	3	2	0	4
BUS 115 Business Law I	3	0	0	3
BUS 137 Principles of Management	3	0	0	3
CIS 111 Basic PC Literacy	1	2	0	2
ECO 251 Principles of Microeconomics	3	0	0	3
MKT 120 Principles of Marketing	3	0	0	3
B. Concentration: 15 Hours				
MKT 122 Visual Merchandising	3	0	0	3
MKT 123 Fundamentals of Selling	3	0	0	3
MKT 220 Advertising and Sales Promotion	3	0	0	3
MKT 225 Marketing Research	3	0	0	3
MKT 227 Marketing Applications	3	0	0	3

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Marketing and Retailing Concentration A2512F (Continued)

Title	Hours Class	Lab	Work Exp.	Credits
C. Other Major Courses: 21 Hours				
1. Required: 18 Hours				
BUS 116 Business Law II	3	0	0	3
BUS 121 Business Math	2	2	0	3
BUS 260 Business Communication	3	0	0	3
BUS 270 Professional Development	3	0	0	3
LOG 110 Introduction to Logistics	3	0	0	3
MKT 121 Retailing	3	0	0	3
2. Select 3 hours from the following:				
BUS 110 Introduction to Business	3	0	0	3
BUS 230 Small Business Management	3	0	0	3
CIS 120 Spreadsheet I	2	2	0	3
COE 111-112 Co-op Work Experience I	0	0	10-20	1-2
COE 121-122 Co-op Work Experience II	0	0	10-20	1-2
COE 131 Co-op Work Experience III	0	0	10	1
INT 110 International Business	3	0	0	3
LOG 125 Transportation Logistics	3	0	0	3
 III. Other Required Courses: 1 Hour				
ACA 111 College Student Success	1	0	0	1
or				
ACA 115 Success & Study Skills	0	2	0	1
Total Credits				73

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Marketing and Retailing Concentration

Certificate C2512FC (Pending Approval)

Revised 2005*03) Course and Hour Requirements

Title	Hours Class	Lab	Work Exp.	Credits
I. General Education Courses: 0 Hours				
<i>Students are required to demonstrate competency in ENG 090, RED 090, and MAT 070 prior to receiving a certificate.</i>				
II. Major Courses: 17 Hours				
A. Core: 5 Hours				
CIS 111 Basic PC Literacy	1	2	0	2
MKT 120 Principles of Marketing	3	0	0	3
B. Concentration: 6 Hours				
MKT 123 Fundamentals of Selling	3	0	0	3
MKT 220 Advertising and Sales Promotion	3	0	0	3
C. Other Major Courses: 6 Hours				
BUS 260 Business Communication	3	0	0	3
MKT 121 Retailing	3	0	0	3
Total Credits				17