Associate of Science Degree in Business Marketing
(60 Credit Hours – Estimated Completion Time: 20 months)

Program Description

The Business Marketing Program is designed to train students for employment in various industries that utilize business marketing skills and knowledge. Students who successfully complete this program will have knowledge and skills in many areas of marketing plus accounting, computer applications, human resources, leadership, management and administration. The program consists of courses that require readings, exams, projects and other learning strategies and outcomes assessments determined by each instructor to meet course objectives.

Program Objective

Upon completion of the Business Marketing Program, students may seek entry-level employment in business, government, or a variety of industries where a range of business and marketing skills are needed.

Program Outline

To receive an Associate of Science degree in Business Marketing, students must earn 60.0 credit hours. Program requirements are indicated in the following page. Credit hours in parentheses indicate the required number of credit hours in each discipline:
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**General Education Courses (15.0 Credits Required)**

**Oral Communications** (3.0 Credit hours)
- ENGL 100  Language and Speech Communications  3.0 credit hours
- ENGL 115  Fundamentals of Public Speaking  3.0 credit hours

**Humanities** (3.0 Credit hours)
- PHIL 102  Legal and Ethical Issues  3.0 credit hours
- PHIL 200  Introduction to Philosophy  3.0 credit hours

**Mathematics** (3.0 Credit hours)
- MATH 102  College Algebra  3.0 credit hours

**English** (3.0 Credit hours)
- ENGL 200  English Composition I  3.0 credit hours

**Behavioral Science / Social Environment** (3.0 Credit hours)
- PSY 201  Psychology  3.0 credit hours
- SOC 210  Sociology  3.0 credit hours

**Business Marketing Major Courses (33.0 Credits Required)**
- ACCTG 101  Accounting I  3.0 credit hours
- BUS 101  Introduction to Business  3.0 credit hours
- BUS 102  Principles of Management  3.0 credit hours
- IB 100  Introduction to International Business  3.0 credit hours
- MRKT 101  Principles of Marketing  3.0 credit hours
- MRKT 200  Marketing II  3.0 credit hours
- MRKT 202  Marketing Strategies  3.0 credit hours
- MRKT 205  Consumer Behavior  3.0 credit hours
- MRKT 207  Market Research  3.0 credit hours
- ECON 302  Principles of Economics (Microeconomics)  3.0 credit hours
- STAT 200  Statistics  3.0 credit hours
- CIT 100  Introduction to Computers  3.0 credit hours
- CIT 110  Basic Operating Systems  3.0 credit hours

**Elective Courses (12.0 Credits Required)**
- IB 205  International Trade Export / Import  3.0 credit hours
- BUS 223  Human Resource Management  3.0 credit hours
- BUS 203  Operations Management  3.0 credit hours
- BUS 204  Introduction to Project Management  3.0 credit hours
- IB 102  International Management  3.0 credit hours
- BUS 201  Strategy Management and Decision Making  3.0 credit hours
- EMPL 101  Employment Skills  3.0 credit hours