

ASSOCIATE IN ARTS DEGREE IN MARKETING

Duration of Program: 60 Credits, 60 Weeks, or 4 Terms (15 weeks in length each)

Program Description

The Associate in Arts degree in Marketing program combines specialized marketing courses with subjects in humanities, sciences, social sciences, mathematics, and business fundamentals. Courses like English Composition, introduction to business, macroeconomics, microeconomics, principles of accounting, introduction to public speaking, college algebra, and general biology provide the basis for a rounded education. This program provides the student with the necessary tools to understand how the market works and be able to comprehend the marketing management principles, consumer behavior theories, and concepts related to segmentation, advertising, and international marketing. The program is designed to grant the student the necessary knowledge and skills to identify the marketing mix for products and services and apply them to develop basic products, pricing, placement, and promotion plans.

Program Objectives

The Associate in Arts degree in Marketing Program prepares students to become a link between the market and the organization, developing the capacity to identify consumer needs and translate them into tangible proposals of products and services, using the basic tools of management and marketing fundamentals.

Program Outcome - Upon successful completion of the program, students will be able to:

- Examine key concepts and theories related to program content – utilizing critical thinking and academic writing skills.
- Write in a unified and coherent manner appropriate to the subject matter.
- Use appropriate sentence structure and vocabulary.
- Demonstrate knowledge in the areas of science, social sciences, arts and humanities, and basic subjects including mathematics, English, world history, and government.
- Identify the concepts of organizational behavior.
- Recognize ethical issues and translate ethical concepts into responsible behavior in a business environment.
- Examine program content in relation to ethical reasoning, social responsibility, global citizenship, and civic engagement.
- Incorporate diverse cultural perspectives into business decisions.
- Demonstrate an understanding of the principles and applications of business communications.
- Express an understanding of the leading marketing concepts, including the social, legal, economic, ethical, and technological influences related to the field.
- Review the principles of customer service and consumer behavior.
- Identify how to recognize and implement marketing strategies.
- Demonstrate an understanding of the key aspects of marketing management.

ASSOCIATE IN ARTS DEGREE IN MARKETING PROGRAM OUTLINE		
Course Number	Course Title	Credit Hours
Semester 1		
ENC1101	English Composition I*	3
SPC1600	Introduction to Public Speaking*	3
EVR1009	Environmental Science*	3
MAC1105	College Algebra*	3
PHI2600	Introduction to Ethics*	3
Semester 2		
ENC1102	English Composition II*	3
EUH1001	Western Civilization I*	3
BSC1005	General Biology*	3
HLP1081	Total Wellness*	3
STA2023	Statistics*	3
Semester 3		
AML2020	American Literature *	3
ECO2013	Principles of Macroeconomics*	3
GEB1011	Introduction to Business	3
ACG2001	Principles of Accounting I	3
MAR1011	Principles of Marketing	3
Semester 4		
ECO2023	Principles of Microeconomics*	3
MAR2141	International Marketing	3
MKA1511	Advertising	3
MKA2021	Business Management and Consumer Behavior Analysis	3
MKA2932	Marketing Management	3
	TOTAL CREDITS:	60

General education classes are composed of **39 credits** and are those University-level courses designed to place emphasis on principles and theory rather than on practical applications associated with a vocational, occupational, or professional objective. ****Subject to Change**