

# BUSINESS ADMINISTRATION - MARKETING, ASSOCIATE OF APPLIED SCIENCE (205M)

## About Our Program

This program provides technical skill courses for the student interested in a wide variety of business-related fields, as well as a foundation in general marketing practices and principles. Courses cover traditional marketing, as well as digital and social media marketing. Students will also gain an understanding of how marketing is interconnected with other areas of the business, in addition to general business skills, computer information systems, and principles of management.

## Nature of Work and Employment

Business Administration - Marketing graduates find employment in an assortment of business settings and in a wide range of industries. They will typically serve in entry-level positions, or advance in their current position, and may be assigned to a wide variety of departments or program areas. Students will have obtained essential marketing-specific skills, including the "4 Ps" of marketing, consumer behavior, sales, and advertising, and will be prepared to work in a variety of entry-level marketing-related positions in a variety of businesses, as well as operations and management positions requiring a marketing perspective.

## Special Considerations

Most of the courses within this program are intended to and do transfer, but the degree does not contain all of the general education and core courses needed for transfer to a four-year college or university. Students who are interested in transferring to a four-year baccalaureate university should refer to the Business Administration Associate of Arts (204). Students should contact an academic advisor for specific information.

## Requirements

Code	Title	Hours
<b>Required Courses</b>		
ACCT 105	Elements of Accounting	3
ACCT 213	Financial Accounting <sup>1</sup>	4
BUSN 121	Intro to Business	3
BUSN 124	Introduction to Small Business <sup>1</sup>	3
BUSN 125	Math of Business <sup>1</sup>	3
BUSN 223	Business Law I <sup>1</sup>	3
BUSN 225	Personal Finance	3
BUSN 244	Principles of Advertising	3
BUSN 246	Principles of Marketing <sup>1</sup>	3
BUSN 249	Principles of Management <sup>1</sup>	3
ECON 111	Principles of Economics I	3
or ECON 112	Principles of Economics II	
PSY 161	Introduction to Psychology (diversity requirement) <sup>1</sup>	3
INFT 180	Intro to Information Systems <sup>1</sup>	3

BUSN 143	Fundamentals of Retailing	3
BUSN 243	Sales & Personal Communication	2
MCOM 110	Intro to Mass Communication	3
INFT or OFFT Elective		4
General Ed. Elective (Recommended)		2
PSY 160	Psychology of Human Relations <sup>1</sup>	
PSY 264	Social Psychology <sup>1</sup>	
Select one of the following:		3
BUSN 224	Business Law II <sup>1</sup>	
BUSN 229	Legal Environment Business <sup>1</sup>	
Select one of the following:		3
BUSN 141	Business Communications <sup>1</sup>	
ENGL 121	Rhetoric and Composition I <sup>1</sup>	
COMM 101	Technical Communications <sup>1</sup>	
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> Course has a prerequisite. See course description.

General Education Electives: ART, BIOL, CHEM, EDUC, ENGL, FREN, GEOG, GEOL, GERM, HIST, HUMA, JOUR, LIBS, MATH, MCOM, MUS, NSCI, PHIL, PHYD, PHYS, POL, PSY, SOCI, SPAN, SPCH, AND THEA.

## Program Outcomes

Students who complete this program of study will:

- Demonstrate a working understanding of foundational business knowledge, including leadership, human resources/supervision, accounting/bookkeeping, operations/production, marketing, technology, and business law.
- Apply general and specific business skills in a wide range of fields and industries, both in and out of the traditional office setting.
- Explain concepts related to the marketing mix of product, price, place, promotion and the contribution of each to an organization, and how they are interconnected to each other, and the various areas within the organization.
- Communicate effectively using written, oral and digital communication channels for all business settings.
- Demonstrate knowledge of the marketing planning process and experience with data analysis for decision making purposes.
- Recommend strategies that promote ethical behavior and social responsibilities, including sustainability, diversity, and corporate citizenship.
- Demonstrate knowledge of the digital technology tools used to support business operations.
- Recognize the external forces which impact an organization's ability to execute a marketing plan.

## Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Dr. Matt Magee, Dean of Agriculture, Business & Technology
- Evan Talbert, Business Faculty
- Wes Bertram, Student Advisor