

## MARKETING

### Program Overview

Marketing is a critical function within any company or organization. Marketers handle promotion, pricing, product development and distribution of goods and services, as well as marketing research and strategy. They must stay abreast of current trends, developments and ideas in order to effectively target and connect with customers.

Marketing is a dynamic field that offers career opportunities in e-commerce, international marketing, manufacturing, wholesaling, retailing, advertising, merchandising, selling, customer service and public relations.

MCC's Marketing Program gives students the knowledge, theory, tools and tactics to succeed in the field. The curriculum includes general marketing education as well as opportunities for specialization.

**The primary purpose of an Associate in Applied Science degree is to prepare students for employment. The AAS degree is not designed specifically for transfer; however, there are opportunities to apply some coursework or the whole degree to a bachelor's degree program. For more information, see an academic advisor and the department chair.**

### Requirements for the Associate in Applied Science (AAS) in Marketing

Curriculum: OCC 130	Credit Hours		
<b>General Education Core</b>			
<b>Communications</b> 2 courses ENG 151 and SPE 151 recommended	6	(3) ENG 105 Technical Communications (3) ENG 151 Composition I	(3) ENG 152 Composition II (3) SPE 151 Intro to Speech
<b>Humanities &amp; Fine Arts</b> 1 course PHI 251 recommended	3	<b>Humanities</b> <i>Select from the following prefixes or course numbers:</i> ENG (does not include: 105, 151, 152, 088-099) FRE GER (3) JRN 152 Intro to Mass Communication (3) JRN 155 Newswriting (3) JRN 165 Intro to Broadcasting (3) JRN 170 Feature Writing PHI (4) SPA 151 Elementary Spanish I (4) SPA 152 Elementary Spanish II (4) SPA 251 Intermediate Spanish I (4) SPA 252 Intermediate Spanish II (3) SPE 155 Interpersonal Communication (3) SPE 161 Small Group Communication	<b>Humanities cont'd.</b> (3) SPE 251 Intercultural Communication (3) SPE 265 Fundamentals of Oral Interpretation <b>Fine Arts</b> <i>Select from the following prefixes or course numbers:</i> ART (does not include: 166, 290, 299) (3) AET 141 Interior Design I (3) AET 142 History of Interiors (3) AET 241 Interior Design II (3) DGM 167 Graphic Design I (3) DGM 168 Computer Art I (3) JRN 180 Intro to Film MUS (does not include: 100, 104, 160, 161, 162, 201-218) THE
<b>Mathematics, Physical or Life Sciences</b> 1 course	3	<b>Mathematics</b> <i>Select from the following prefixes or course numbers:</i> MAT (100-level or above) <b>Sciences</b> <i>Select from the following prefixes or course numbers:</i> BIO	<b>Sciences cont'd.</b> CHM EAS (3) GEG 101 Physical Geography (3) GEG 123 Energy Resources (3) GEG 220 The Global Environment GEL (4) HRT 103 Intro to Plant Science (4) HRT 105 Intro to Soil Science PHY
<b>Social and Behavioral Sciences</b> 1 course ECO 251 recommended	3	<i>Select from the following prefixes or course numbers:</i> ANT ECO (3) GEG 202 Geog. of Developed World (3) GEG 203 Geog. of Developing World (3) GEG 204 Economic Geography	HIS PLT PSY SOC

<b>Program Core</b>	36	(3) ACC 151 Financial Accounting (3) ACC 152 Management Accounting (3) BUS 145 Business Applications of Mathematics (3) BUS 150 Intro to Business (3) BUS 155 Business Communication (3) BUS 240 Commercial Law (3) CIS 110 Computer Literacy	(3) BUS 175 Intro International Business <b>or</b> (3) BUS 220 Human Relations & Team Building (3) MKT 110 Principles of Marketing (3) MKT 120 Principles of Advertising (3) MKT 130 Professional Selling (3) MKT 155 Electronic Commerce (e-commerce)
<b>Program Electives</b> 2-3 credit hours	2-3	Choose courses from catalog with prefix ACC, AOM, BUS, CIS, DGM, IBS or MGT (AOM 130, 132; CIS 145, 146; or MGT 150 recommended) <b>NOTE:</b> Effective fall 2012, courses with the IBS prefix were changed to the BUS prefix. Courses taken prior to fall 2012 with the IBS prefix will continue to satisfy this requirement.	
<b>Please select one of the following options: Professional Selling or Specialized</b> (9 credit hours required)			
<b>Professional Selling Option</b> 9 credit hours	9	(3) BUS 175 Intro: International Business (3) MKT 248 Direct Marketing (3) MKT 249 Marketing Internship	(3) MKT 250 Marketing Practicum (3) MKT 264 International Marketing (3-6) MKT 290 Topics + Issues in Marketing
<b>Specialized Option</b>	9	Department chair of Business can work with student to design a marketing option that more specifically meets the student's career objectives.	
<b>Total Degree Credits</b>	62-63		

#### Other AAS Graduation Requirements:

- 2.0 cumulative GPA at MCC upon completion of program
- 15 semester hours of program-specific coursework taken at MCC
- Completion of Intent to Graduate form
- Completion of end-of-program assessment as directed by this department

### Requirements for the Marketing Certificate

Curriculum: OCC 131	Credit Hours		
<b>Program Core</b>	21	(3) BUS 240 Commercial Law (3) CIS 110 Computer Literacy (3) ECO 251 Microeconomics (3) ENG 151 Composition I	(3) MGT 150 Principle of Management (3) MKT 110 Principles of Marketing (3) SPE 151 Intro to Speech
<b>Program Electives</b> 12 credit hours	12	(3) BUS 175 Intro: International Business (3) MKT 120 Principles of Advertising (3) MKT 130 Professional Selling (3) MKT 140 Principles of Retailing	(3) MKT 155 Electronic Commerce (e-commerce) (3) MKT 249 Marketing Internship I (3) MKT 250 Marketing Practicum (3) MKT 264 International Marketing
<b>Total Certificate Credits</b>	33		

### Requirements for the Marketing Management Certificate

Curriculum: OCC 135	Credit Hours		
<b>Program Core</b>	6	(3) MGT 150 Principles of Management (3) MKT 110 Principles of Marketing	
<b>Program Electives</b> 3 credit hours from MKT (required) and remaining 3 credits from BUS, MKT or MGT as shown	6	(3) BUS 175 Intro: International Business (3) MGT 205 Creative Leadership (3) MGT 210 Human Resource Management (3) MGT 230 Experiencing Management Decisions (3) MKT 120 Principles of Advertising (3) MKT 130 Professional Selling	(3) MKT 140 Principles of Retailing (3) MKT 155 Electronic Commerce (e-commerce) (3) MKT 248 Direct Marketing (3) MKT 249 Marketing Internship I (3) MKT 250 Marketing Practicum (3) MKT 264 International Marketing
<b>Total Certificate Credits</b>	12		

## Requirements for the Professional Selling Certificate

Curriculum: OCC 137	Credit Hours		
<b>Program Core</b>	9	(3) MKT 110 Principles of Marketing (3) MKT 130 Professional Selling	(3) SPE 151 Intro to Speech
<b>Program Electives</b> 3 credit hours	3	(3) BUS 175 Intro: International Business (3) MKT 140 Principles of Retailing	(3) MKT 155 Electronic Commerce (e-commerce) (3) MKT 248 Direct Marketing (3) MKT 264 International Marketing
<b>Total Certificate Credits</b>	12		

### Other Certificate Graduation Requirements:

- 2.0 minimum cumulative GPA at MCC upon completion of program
- For certificates of less than 12 credit hours, *all* required credits must be completed through MCC coursework. For all other certificates, one-half of the minimum credit hours required must be completed through MCC coursework.
- Completion of Intent to Graduate form
- Completion of end-of-program assessment, as directed by this department for OCC 131 Marketing Certificate

**For more information, contact the department chair:  
(815) 455-8732.**