

MARKETING

Associate in Applied Science Degree | Career Program | Department of Business and Information Systems

Program Description

Marketing facilitates the flow of goods and services from producers to consumers. In today's marketing driven society, organizations need college graduates with knowledge of marketing functions, including advertising, personal selling, wholesaling, retailing and marketing research. A Cooperative Work Experience course allows students to gain valuable experience in a supervised setting. Graduates are equipped to assume entry-level positions and to pursue self-employment opportunities. Students are advised that there is an AS degree offered in the same discipline. The program articulates with SUNY Empire State College, Business, Management and Economics and Interdisciplinary Studies baccalaureate programs.

Learning Outcomes

Upon successful completion of the Marketing program requirements, students will be able to:

1. Discuss general knowledge of topics such as accounting, marketing, business ethics, forms of business entities and global business as they relate to the business environment.
2. Demonstrate the ability to successfully engage in business research, information gathering and reporting in an individual and group setting.
3. Critically analyze and discuss topics including marketing ethics, the four P's of marketing and global/domestic marketing strategies.
4. Utilize and incorporate basic business technology to produce business documents, spreadsheets and databases.
5. Demonstrate proficiency in performing basic mathematical calculations required in a business setting.

MARKETING CURRICULUM (PATHWAYS)

Curriculum Coordinator: Professor Howard A. Clampman

Required Core

A. English Composition

- ENG 110 English Composition I: Fundamentals of Writing and Rhetoric *OR* ENG 111 English Composition I: Writing and Rhetoric (3 Credits)
- ENG 112 English Composition II: Writing and Rhetoric *OR* ENG 114 English Composition II: Writing about Fiction *OR* ENG 115 English Composition II: Writing about Drama *OR* ENG 116 English Composition II: Writing about Poetry (3 Credits)

B. Mathematical and Quantitative Reasoning

- MTH 21¹ Survey of Mathematics I *OR* MTH 23¹ Probability and Statistics (3 Credits)

C. Life and Physical Science

- SCIENCE² AST 111, BIO 11, CHM 17, CHM 110, ENV 11, ESE 11, ESE 12, ESE 13, PHY 11 *OR* PHY 110 (3-4 Credits)

Flexible Core

A. World Cultures and Global Issues

- HIS 10 History of the Modern World *OR* HIS 11 Introduction to the Modern World (3 Credits)

D. Individual and Society

- ECO 12 Macroeconomics *OR* ECO 11 Microeconomics (3 Credits)

Choose one course from Flexible Core A-E³

SUBTOTAL 21-22

Major Requirements

- ACC 111 Principles of Accounting I (4 Credits)
- BUS 110 Introduction to Business Fundamentals (3 Credits)
- BUS 111⁴ Applications of Mathematics for Business (3 Credits)
- COMM 12 Voice and Diction: Business and Professional Speech (2 Credits)
- CWE 31⁵ Cooperative Work Experience (2 Credits)
- DAT 10 Computer Fundamentals and Applications (3 Credits)
- DAT 36 Microcomputer Spreadsheet Applications (3 Credits)
- FIN 31 Principles of Finance (3 Credits)
- FYS 11⁶ First Year Seminar (0-1 Credit)
- LAB SCIENCE credit² (0-1 Credit)
- LAW 41 Business Law (3 Credits)
- MKT 11 Principles of Marketing (3 Credits)
- MKT 18 Consumer Behavior *OR* MKT 47 E-Marketing (3 Credits)
- MKT 48 Marketing Management (3 Credits)
- MKT 43 Principles of Advertising (3 Credits)

SUBTOTAL 38-40

TOTAL 60-61 Credits required for AAS Degree⁷

¹ Students planning to transfer to a four-year college should take MTH 30 or 31.

² Students may select either a 4-credit or a 3-credit science course. Students selecting a 3-credit course must also complete an additional 1-credit lab course to fulfill graduation requirements.

³ In an effort to provide students with a well-rounded liberal learning experience, students are encouraged to fulfill this requirement by selecting courses from Flexible Core Areas B, C or E as these areas are not already required by this program.

⁴ Students who have completed MTH 06 (or three years high school mathematics) and intend to transfer to a four-year college may take BUS 41 instead of BUS 111.

⁵ CWE 31 is a two (2) credit course. Students should enroll in CWE 31 one year before graduating or when they have completed 30 credits towards their degree. Students should see the CWE 31 Coordinator in the Department of Business and Information Systems, during their second semester. Students who are employed full-time are not required to

complete the internship portion of CWE 31, provided their employer agrees to participate in course-related surveys. Permission must be obtained from the CWE 31 Coordinator or Department Chairperson by submitting documentation of current full-time employment. College Work-Study assignments within CUNY may not be used as substitutes for the CWE internship.

⁶ Students must take FYS 11 prior to earning 24 degree or equated credits. Students who have earned 24 or more degree or equated credits are permitted to use the one credit as a free elective. It is highly recommended that students take FYS 11 in their first or second semester. This requirement will be waived for students who have earned 24 or more degree or equated credits at BCC or another college and transfer into this program.

⁷ Students transferring into the program with 24 or more degree or equated credits will be exempt from FYS 11 and only required to complete 60 credits to graduate.

