



MARKETING

Delaware Technical & Community College • www.dtcc.edu/connecteddegree



An opportunity to gain an associate degree from Delaware Tech and a bachelor's degree from Wilmington University.

YOUR PATH TO A BACHELOR'S DEGREE

Delaware Tech has established agreements with four-year colleges and universities that connect Delaware Tech associate degree programs with bachelor's degree programs to create smooth transfer opportunities for you. These Connected Degree programs enable you to complete your associate degree and then transfer to a four-year degree program as a junior.

THE CONNECTED DEGREE 2 + 2 CURRICULUM

Delaware Tech's accredited associate degree program in Marketing prepares graduates to work in entry-level marketing positions in different types of organizational settings. In addition to specific areas of marketing such as advertising, e-marketing, sales and sales management, retailing, and graphic design, students gain broad-based knowledge of support areas such as accounting, law, computer technology, and communications. Graduates are prepared to continue their education at the bachelor's degree level.

Wilmington College's Bachelor of Science degree program in Business Management provides courses and business-related in-class experiences for students who intend to pursue careers in business management or apply to graduate school. Course offerings emphasize rigorous analysis of the concepts and principles that are basic to an understanding of the management field. Course work relates theories and ideas to the operating practices and policies of business organizations.

VALUE FOR YOU

By completing your associate degree at Delaware Tech, you'll receive excellent instruction in small classes at a campus close to home. Delaware Tech's affordable tuition can reduce the overall cost of your college education, making the completion of your bachelor's degree more manageable.

MAKING THE CONNECTION

Refer to the Connected Degree curriculum (on the reverse side of this page) for the sequence of courses needed to complete this program. Call Delaware Tech and let us help you follow the path to your bachelor's degree.



CONNECTED DEGREE CURRICULUM

Suggested Course Sequence

ASSOCIATE DEGREE Marketing			BACHELOR'S DEGREE Business Management		
DELAWARE TECHNICAL & COMMUNITY COLLEGE			WILMINGTON UNIVERSITY		
CLASS	FIRST SEMESTER (FALL)	CREDITS	CLASS	FIFTH SEMESTER (FALL)	CREDITS
ACC101	Accounting I	4	BBM350	Intro to E-Commerce	3
BUS101	Intro to Business	3	FIN305	Financial Management	3
CIS107	Intro to Computers/Applications	3	HUMXXX	Humanities Elective+	3
ENG121	Composition	3	SCIXXX	Natural Science Elective+	3
MAT153	College Math and Statistics	4		Business Electives (300/400 Level)+	3
		17			15
	SECOND SEMESTER (SPRING)			SIXTH SEMESTER (SPRING)	
ACC112	Accounting II	4	BBM320	Business Communications	3
ECO111	Macroeconomics	3	BBM301	Organizational Behavior	3
ENG122	Technical Writing/Communication	3	BBM315	Supervisory Management	3
MAT255	Business Statistics I	3	FIN306	Corporate Finance	3
MKT212	Principles of Marketing	3	BLA303	Legal & Ethical Environment of Business	3
		16			15
	THIRD SEMESTER (FALL)			SEVENTH SEMESTER (SUMMER)	
SOC215	Business Ethics	3	BBM351	Small Business Management	3
ACC213	Managerial Accounting	3	BBM411	Operations & Systems Management	3
ECO122	Microeconomics	3	HRM310	Organizational Development	3
ENG124	Oral Communication or	3	MIS320	Management Information Systems	3
ENG160	Business Communication				
MKT217	E-Marketing Fundamentals	3			
OAT242	Desktop Publishing	4			
		19			12
	FOURTH SEMESTER (SPRING)			EIGHTH SEMESTER (FALL)	
BUS203	Business Law	4	HRM350	International HRM	3
MGT214	Advertising & Sales Promotion	3	BBM402	Strategic Management	3
MKT213	Problems in Marketing or	3	BBM370	Global Business Management	3
MKT216	Retailing			Business Elective (300/400 Level)+	3
MKT215	Consumer Behavior	3			
MKT219	Sales & Sales Management	3			
		16			12
				+Select electives with advisor approval.	

- Students must complete a minimum of 120 credits for the bachelor's degree in Business Management.
- Course offerings by semester may vary. See your advisor.
- RDG 120, Critical Reading and Thinking, is a required DTCC course unless the student is exempt.

For more information contact:

Delaware Tech

Dover, Delaware: (302) 857-1772
 Georgetown, Delaware: (302) 855-5930
 Wilmington, Delaware: (302) 571-5312

Wilmington University

Dover, Delaware: (302) 734-2594
 Georgetown, Delaware: (302) 856-5780
 New Castle, Delaware: (877) 967-5464

This articulation agreement is subject to change based on Delaware Tech and senior institution curriculum changes. 02/2010