



MARKETING TECHNOLOGY

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 Technology prepares graduates to work in a variety of 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 will 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 University's Bachelor of Science degree program in Marketing is designed for students who desire to pursue any of the many careers in the field of marketing. The program focuses on strategic, as well as tactical, marketing concepts. It integrates product, price, promotion and physical distribution throughout its courses. Course offerings stress the use of modern techniques to investigate, analyze, and solve a wide variety of marketing needs within various environmental challenges and opportunities.

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 Technology			BACHELOR'S DEGREE Marketing		
DELAWARE TECHNICAL & COMMUNITY COLLEGE			WILMINGTON UNIVERSITY		
CLASS	FIRST SEMESTER (FALL)	CREDITS	CLASS	FIFTH SEMESTER (FALL)	CREDITS
ACC101	Accounting I	4	BBM301	Organizational Behavior	3
BUS101	Intro to Business	3	BBM320	Business Communications	3
CIS107	Intro to Computers/Application	3	BBM411	Operations and Systems Mgt. or	3
ENG121	Composition	3	HRM311	Human Resource Management	
MAT153	College Math and Statistics	4		Business Elective (300/400 Level)*	3
		<u>17</u>			<u>12</u>
	SECOND SEMESTER (SPRING)			SIXTH SEMESTER (SPRING)	
ACC112	Accounting II	4	BLA303	Legal L& Ethical Environment of Bus.	3
ECO111	Macroeconomics	3	BMK310	Business to Business Marketing	3
ENG122	Technical Writing/Communication	3		Business Elective (300/400 Level)*	3
MAT255	Business Statistics I	3			<u>9</u>
MKT212	Principles of Marketing	3			
		<u>16</u>			
	THIRD SEMESTER (FALL)			SEVENTH SEMESTER (SUMMER)	
SOC215	Business Ethics	3	MIS320	Management Info Systems	3
ACC213	Managerial Accounting	3		Business Elective (300/400 Level)*	3
ECO122	Microeconomics	3		Business Elective (300/400 Level)*	3
ENG124	Oral Communication or	3		Business Elective (300/400 Level)*	3
ENG160	Business Communication				<u>12</u>
MKT217	E-Marketing Fundamentals	3			
OAT242	Desktop Publishing	4			
		<u>19</u>			
	FOURTH SEMESTER (SPRING)			EIGHTH SEMESTER (FALL)	
BUS203	Business Law	4	BMK321	Marketing Research	3
MKT214	Advertising & Sales Promotion	3	FIN305	Financial Management	3
MKT213	Problems in Marketing or	3	HUMXXX	Humanities Elective*	3
MKT216	Retailing		SCIXXX	Natural Science Elective*	3
MKT215	Consumer Behavior	3			<u>12</u>
MKT219	Sales & Sales Management	3			
		<u>16</u>			
				NINTH SEMESTER (SPRING)	
			BMK413	Marketing Management	3
			BBM402	Strategic Management	3
				Business Elective*	3
					<u>9</u>

*Select electives with advisor approval.

- All WU students are required to have Delaware passing scores on all sections of PRAXIS I and the appropriate PRAXIS II for entry into WU methods courses.
- 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