

Business

Marketing

OWENS CAMPUS

Fall 2022

With an education in Marketing, the graduate is prepared to work in a variety of entry-level marketing positions in different types of organizational settings in all sectors of the business world. You will gain broad-based knowledge of support fields such as accounting, law, computers and communications.

You will gain knowledge and skills in specific areas of marketing, such as advertising, e-marketing, sales and sales management, retailing, and graphic design. Marketing courses are offered days and evenings and most are offered using online and other distance learning formats.

PROGRAM SPECIFIC ADVISEMENT STATEMENT

| Courses - Semester 1 | Credits | Lecture | Lab |
|---|---------|---------|-----|
| SSC 100 - First Year Seminar | 1 | 1 | 0 |
| ACC 101 - Accounting I | 3 | 3 | 1 |
| BUS 101 - Introduction to Business | 3 | 3 | 0 |
| CIS 107 - Intro to Computers/Application | 3 | 2 | 2 |
| ENG 101 - Composition I | 3 | 3 | 0 |
| MAT 152 - Quantitative Reasoning | 3 | 3 | |
| Courses - Semester 2 | Credits | Lecture | Lab |
| ACC 112 - Accounting II | 3 | 3 | 1 |
| ECO 111 - Macroeconomics | 3 | 3 | 0 |
| ENG 102 - Composition II | 3 | 3 | 0 |
| MGT 212 - Principles of Management | 3 | 3 | 0 |
| MKT 212 - Principles of Marketing | 3 | 3 | 0 |
| Courses - Semester 3 | Credits | Lecture | Lab |
| ECO 122 - Microeconomics | 3 | 3 | 0 |
| OAT 152 - Excel | 3 | 2 | 2 |
| MIS 220 - Management Information Systems | 3 | 3 | 1 |
| MKT 219 - Sales & Sales Management | 3 | 3 | 0 |
| OAT 242 - Desktop Publishing | 4 | 3 | 2 |
| Courses - Semester 4 | Credits | Lecture | Lab |
| BUS 203 - Business Law | 3 | 3 | 0 |
| SOC 215 - Business Ethics | 3 | 3 | 0 |
| MKT 214 - Advertising and Promotion | 3 | 3 | 0 |
| MKT 217 - Digital Marketing Fundamentals) | 3 | 3 | 1 |
| BUS 275 - Portfolio and Professionalism | 4 | 4 | 0 |

*To complete program requirements, you must pass the above courses and earn at least **63 credits**. The number of courses and credits required for graduation may be more depending on college readiness and the elective courses offered in your program major (if electives are a part of the program).*