

Business

Marketing

OWENS CAMPUS

Spring 2020

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 - Crit Thinking & Acad Writing	3	3	0
(MAT 145 - Math of Finance)	3	3	0
OR MAT 153 - College Math and Statistics)	4	4	0
Courses - Semester 2	Credits	Lecture	Lab
ACC 112 - Accounting II	3	3	1
ECO 111 - Macroeconomics	3	3	0
ENG 102 - Composition and Research	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
(ENG 124 - Oral Communications)	3	3	0
OR ENG 122 - Technical Writing-Comm)	3	3	0
(MAT 255 - Statistics I)	3	3	1
OR 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	3	3	0

*To complete program requirements, you must pass the above courses and earn at least **62 credits**. The number of*

courses and credits required for graduation may be more depending on your need for developmental education courses and the elective choices you make (if electives are a part of the program). Some programs also have college-level courses that you must take if you do not score at a certain level on the College Placement Test. If this applies to your program, the courses are listed at the top of the sequence sheet before the first semester of the course list.