

## Business

### Marketing

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