

Business

Marketing

WILMINGTON 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).*