

**Associate in Applied Science
Marketing**

MKT.AAS

FIRST YEAR/FIRST SEMESTER			
Course #	Course Name	Credits	Notes
ENG-101	English Composition I	3	Must test into ENG-101 or complete all appropriate prerequisites
ACC-104	Financial Accounting	3	
MGT-101	Introduction to Business	3	
CSC-105	Computer Literacy	3	
MTH-111	Introduction to Statistics	3	Must test into College level Math or complete all appropriate prerequisites
FIRST YEAR/SECOND SEMESTER			
ENG-102	English Composition II	3	Prerequisite: ENG-101
ACC-105	Managerial Accounting	3	Prerequisite: ACC-104
MGT-102	Introduction to Management	3	
MKT-101	Principles of Marketing	3	
LAW-101	Legal Environment/Business Law I	3	
SECOND YEAR/FIRST SEMESTER			
MKT-102	Retail Management	3	
ECO-101	Macroeconomics	3	
SOC-205	Social Diversity	3	
LAW-102	Business Law II	3	
ELECTIVE	Humanities General Education Elective	3	
SECOND YEAR/SECOND SEMESTER			
BUS-201	Co-op I: Business	3	
ECO-102	Microeconomics	3	
MKT-124 or MKT-123	Fundamentals of Selling Introduction to Promotion	3	
MKT-212 or MKT-125	Strategies in Marketing Principles of E-Commerce	3	MKT-212 Prerequisite: MKT-101 MKT-125 Prerequisite: MKT-101 and CIS-105
MTH....	Mathematics General Education Elective	3	Must test into College level Math or complete all appropriate prerequisites
TOTAL CREDITS		60	

PROGRAM DESCRIPTION

The marketing program is designed to provide students with the practical knowledge and skills necessary to plan, manage and monitor trends which indicate the need for new products and services offered by an organization. Required courses emphasize the development of marketable skills essential to career success, including sales techniques, market research, promotional strategies, and applied management practices. Students will cultivate an understanding of consumer purchasing behavior concepts which will advance the students' managerial abilities for problem solving, communication, leadership, and teamwork.

PROGRAM STUDENT LEARNING OUTCOMES

- At the end of the program, the graduate will be able to:
1. Apply knowledge of fundamental marketing planning and its concepts and theories.
 2. Compare and contrast purchasing behaviors.
 3. Plan, prioritize and manage marketing research projects.
 4. Identify professional values and exhibit professional behaviors in the work environment.

CONTACT PERSON

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