

Marketing | Associate in Applied Science

Field of Study Code: MARKE.AAS

Catalog Description:

The Marketing program provides the academic and practical background for a successful career in this dynamic field. Graduates have many employment opportunities, including inside and outside sales, customer service, consumer marketing, business-to-business marketing, e-commerce and promotions. The **Marketing degree** requires a minimum of 64 credits in program requirements, program electives and general education in the courses listed below.

Program Requirements43

Marke 2210	Principles of Marketing	3
Marke 2220	Principles of Selling	3
Marke 2230	Principles of Retail	3
Marke 2240	Advertising	3
Marke 2225*	Consumer Behavior	3

OR

Marke 2250	Business to Business	3
Marke 2270	Internet and Social Media Marketing	3
Accou 2140	Financial Accounting	4
Busin 1100	Introduction to Business	3
Buslw 2205	Legal Environment of Business	3

OR

Buslw 2211	Business Law I	3
Cis 1150	Understanding Computers, Information, And Systems	3

OR

Ofti 1200	MS Office for Professional Staff	3
Cis 1221*	Introduction to Spreadsheets	3
Econo 2201*	Macroeconomics and the Global Economy	3

OR

Psych 1100*	General Psychology	3
Manag 2210	Principles of Management	3
Philo 1114*	Business Ethics	3

* - course has a prerequisite

Program Electives9

Select nine credits from Marketing, Management or Business disciplines. The courses below may also be used. (In addition to the courses listed above.)

Accou 2150*	Managerial Accounting	4
Cis 1222*	Advanced Spreadsheets	3
Grdsn 1102	Graphic Design I	3
Socio 1205	Introduction to Data Science	3

General Education 12 to 16

Each candidate for an Associate in Applied Science (A.A.S.) degree shall satisfactorily complete a minimum of 18 credits in General Education.

Suggested Course Sequence (Full-Time Enrollment)

Please note: A student's readiness to perform college-level coursework is based on the student's placement test and/or ACT scores. Below 1000 level coursework may be required prior to the student taking courses in the suggested sequences.

First Semester (15 to 18 credits)

- Engli 1101 (3)
- Mathematics (3 to 5)
- Busin 1100 (3)
- Econ 2201 or Psych 1100 (3)
- Cis 1150 or Ofti 1200 (3)
- Speec 1100 (3)

Second Semester (15 credits)

- Cis 1221 (3)
- Manag 2210 (3)
- Marke 2210 (3)
- Philo 1114 (3)
- Program Elective (3)

Summer Term (3 credits)

- Marke 2270 (3)

Third Semester (16 to 18 credits)

- Accou 2140 (4)
- Buslw 2205 or Buslw 2211 (3)
- Marke 2220 (3)
- Marke 2225 (3) or Marke 2250 (3)
- Physical & Life Sciences (3 to 5)

Fourth Semester (15 credits)

- Marke 2230 (3)
- Marke 2240 (3)
- Program Elective (3)
- Program Elective (3)
- Program Elective (3)

For more information:

If you are considering this program as an area of study, please contact the **Business and Applied Technology Division** office at 630-942-2592.

Program web site:

<http://www.cod.edu/academics/programs/business/marketing.aspx>

For the **Marketing degree**, some General Education courses are already listed under program requirements. Therefore, students only need 12 to 16 credits besides those listed under program requirements.

Under the specified General Education headings below, the following courses are required:

Communication: 6 credits

Oral: (3 credits) Speech 1100, 1120 or 1150

Written: (3 credits) English 1101 or 1105

Physical and Life Sciences: 3 to 5 credits

At least one course with a laboratory component

Mathematics: 3 to 5 credits

Select a minimum of 3 credits (1000 level or above).

Select Mathematics 1102, 1104 or 1120 only where required in the degree program. Only one from the following three courses may count toward overall degree requirement credit: Mathematics 1635, Psychology 2280 or Sociology 2205. Only one of the following courses may count toward overall degree credit: Mathematics 1428 or Mathematics 1431.

Humanities and Fine Arts: 3 credits

(Philosophy 1114 in program requirements fulfills this requirement)

Social and Behavioral Sciences: 3 credits

(Economics 2201 or Psychology 1100 in program requirements fulfills this requirement)

Complete at least 2 credits from the list of courses in the Global/Multicultural Studies or Contemporary Life Skills Category.

(Business 1100 in program requirements fulfills this requirement)

TOTAL CREDITS FOR AAS DEGREE

64 to 68

Career Information MARKE.AAS

Job Title(s): Market Research Analysts and Marketing Specialists

Market Analyst, Project Manager, Market Research Consultant, Client Service and Consulting Manager, Market Research Manager, Product Line Manager, Business Development Specialist, Client Services Vice President, Communications Specialist

For salary and wage information, please visit: www.onetonline.org

If you would like information regarding internships, resume development, interviewing and job search skills, please contact the Career Services Center

Phone: 630-942-2230

www.cod.edu/careerservices

Twitter: @codcareercenter

Related Occupations:

Advertising and Promotions Managers

Compensation and Benefits Managers

Survey Researchers

Marketing Managers

Regulatory Affairs Specialists

Public Relations Specialists