

Marketing

Associate in Applied Science

Program/CIP Code: MKTG.AAS/52.0201

Credits Required: 61

Division: Math, Science & Business Technology

Contact: MSBT@kckcc.edu

Accreditation: Accreditation Council for Business Schools and Programs (ACBSP)

Marketing is a fundamental component of all business operations and is a critical aspect of the success of a business. Prepare yourself for a career in today's dynamic business environment with a Marketing degree. Jobs in the field of marketing include: advertising, sales, communications, public relations, promotions, e-marketing, fundraising, and research analyst. The program is firmly committed to providing opportunity for leadership development, social and civic awareness, and increased understanding of marketing and management. Many of the courses listed below will transfer to a number of four-year colleges and universities. However, students who plan to transfer for a Bachelor's Degree in Marketing, should follow the Associate in Science transfer degree for Business. These students should also contact the Student Advising Center and the four-year college of their choice to obtain a list of course requirements of the transfer institution. Any deviation from the program must be approved by the Dean of Math, Science, & Business Technology.

Requirements for Admission to the program:

- No requirements for admission to the program.
- Contact program for program-specific advising.

College Requirement

| Course | Credit Hours |
|----------------------------|--------------|
| BLUE 0101 Freshman Seminar | 1 |

General Education Requirements

| Course | Credit Hours |
|---|--------------|
| ENGL 0101 Composition I* | 3 |
| ENGL 0102 Composition II* | 3 |
| SPCH 0151 OR SPCH 0201 Public Speaking OR Interpersonal Communication | 3 |
| BUSN 0110 Business Math** | 3 |
| Humanities Elective | 3 |
| ECON 0201 OR PSYC 0101 Principles of Macroeconomics OR Psychology* | 3 |
| Natural and Physical Science Elective | 3-5 |
| Total Hours for General Education Requirements | 21 |

*See course syllabus for prerequisite.

**Math sequence is contingent upon previous high school mathematics background and transfer institution. Students should confer with an advisor to determine correct placement.

Marketing Requirements*

| Course | | Credit Hours |
|---|--|---------------------|
| BUSN 0101 | Accounting I | 3 |
| BUSN 0204 | Business Law I | 3 |
| BUSN 0210 | Introduction to Business | 3 |
| BUSN 0211 | Business Communications | 3 |
| CIST 0111 | Microcomputer Business Software | 3 |
| BUSN 0113 | Marketing | 3 |
| BUSN 0216 | E-Marketing | 3 |
| BUSN 0263 | Consumer Behavior | 3 |
| BUSN 0266 | Principles of Selling | 3 |
| BUSN 0294 OR BUSN 0104 | Introduction to Entrepreneurship: FastTrac® OR Small Business Management | 3 |
| BUSN | Electives | 9 |
| Total Hours for Marketing Requirements | | 39 |
| *See course syllabi for Marketing course prerequisites. | | |

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| Total Hours for an Associate in Applied Science in Marketing Degree | 61 |
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