

# Marketing

## Associate in Applied Science

### Mission Statement

To provide an enjoyable and rewarding learning experience that enhances career opportunities for our Marketing students.

### Entrance Requirements:

Acceptable ASSET or COMPASS score, plus high school diploma

### Type of Program:

Day, night or online

### Type of Degree:

Associate degree

### Employment Opportunities:

Advertising agencies, business-to-business sales, consumer sales, financial institutions, merchandising, retail stores, service companies and marketing research, tourism, sports marketing, media relations

- This program prepares students for immediate job functions with a major emphasis on the application of marketing skills in actual work situations.
- This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).
- Transfer agreements with local universities make it possible to get an associate degree from Greenville Tech as part of course work toward a bachelor's degree in Business Administration from an articulating college or university. Currently, transfer agreements are in place with Southern Wesleyan University, Strayer University, Webster University, Allen University, Morris College, and Limestone College. In addition, a transfer agreement is in place with Franklin University where a bachelor's degree may be earned online.
- To graduate with an associate degree, candidates must meet the computer competency requirement by taking CPT 101 (EGR 130 may be substituted with departmental approval) or by passing the exemption exam at a cost to be assessed by the college.
- Selected courses will transfer to the Furman University Undergraduate Studies Bachelor of Liberal Arts degree.

### Recommended Program Schedule

#### *First Semester - Fall*

ENG 101	English Composition I*	3.0
CPT 101	Introduction to Computers	3.0
MAT 155	Contemporary Mathematics*	3.0
	or	
MAT 102	Intermediate Algebra*	
MKT 101	Marketing	3.0
	Social Science elective*	3.0

#### *Second Semester - Spring*

ACC 101	Accounting Principles I	3.0
ECO 105	Introduction to Economic Principles*	3.0
	or	
ECO 210	Macroeconomics*	
	or	
ECO 211	Microeconomics*	
MKT 130	Customer Service Principles	3.0
	Humanities/Fine Arts Elective	3.0/4.0
	(Choose from list below)***	
SPC 205	Public Speaking*	3.0

#### *Third Semester - Summer*

BUS 121	Business Law I	3.0
---------	----------------	-----

MGT 270	Managerial Communications	3.0
MKT 240	Advertising	3.0
MKT 120	Sales Principles	3.0

***Fourth Semester - Fall***

BUS 250	Introduction to International Business	3.0
MGT 120	Small Business Management	3.0
	or	
MGT 101	Principles of Management	
MKT 245	Promotional Strategies	3.0
MKT 268	Marketing Research	3.0
	Elective	3.0/4.0
	(choose from list below)**	

***Fifth Semester - Spring***

MKT 260	Marketing Management	3.0
	Elective	3.0/4.0
	(Choose from list below)**	

**Total credit hours 63.0/66.0**

\*General Education course

Note: Please contact your advisor for recommended evening, part time, or online course schedules.

\*\* Electives:

ACC 102	Accounting Principles II	3.0
ART 101	Art History & Appreciation	3.0
ART 106	History of Photography	3.0
ART 111	Basic Drawing I	3.0
ART 205	Survey of Materials	3.0
ARV 110	Computer Graphics I	3.0
ARV 114	Photography I	3.0
ARV 121	Design	3.0
ARV 230	Visual Arts Business Procedures	3.0
BAF 101	Personal Finance	3.0
BAF 201	Principles of Finance	3.0
BUS 110	Entrepreneurship	3.0
BUS 220	Business Ethics	3.0
BUS 230	Purchasing	3.0
BUS 270	SCWE in Business	3.0
CPT 270	Adv. Microcomputer Applications	3.0
ECO 210	Macroeconomics	3.0
ECO 211	Microeconomics	3.0
ENG 102	English Composition II	3.0
FRE 101	Elementary French I	4.0
FRE 102	Elementary French II	4.0
GER 101	Elementary German I	4.0
GER 102	Elementary German II	4.0
IDS 110	Employability Skills for the Business Environment	3.0
IST 225	Internet Communications	3.0
IST 227	Internet Operations and Management	3.0
IST 237	Intermediate Web Design	3.0
MGT 101	Principles of Management	3.0
MGT 150	Fundamentals of Supervision	3.0

MGT 210	Employee Selection and Retention	3.0
MGT 255	Organizational Behavior	3.0
MKT 110	Retailing	3.0
MKT 111	Media Relations	3.0
MKT 123	Event Planning and Promotion	3.0
SPA 101	Elementary Spanish I	4.0
SPA 102	Elementary Spanish II	4.0
SPA 105	Conversational Spanish	3.0
SPC 208	Intercultural Communication	3.0

\*\*\*Humanities/Fine Arts Elective:

ART 101	Art History and Appreciation	3.0
ART 105	Film as Art	3.0
FRE 101	Elementary French I	4.0
FRE 102	Elementary French II	4.0
GER 101	Elementary German I	4.0
GER 102	Elementary German II	4.0
HIS 106	Introduction to African History	3.0
HIS 112	Nonwestern Civilizations	3.0
HIS 115	African-American History	3.0
HSS 105	Technology and Culture	3.0
IDS 210	Special Topics for Honors	3.0
MUS 105	Music Appreciation	3.0
PHI 101	Introduction to Philosophy	3.0
REL 101	Introduction to Religion	3.0
REL 201	Religions of the World	3.0
SPA 101	Elementary Spanish I	4.0
SPA 102	Elementary Spanish II	4.0
SPA 201	Intermediate Spanish I	3.0
THE 101	Introduction to Theatre	3.0