

Marketing

Marketing Associate in Applied Science

Mission Statement:

To provide an enjoyable and rewarding learning experience that positions our marketing students to pursue viable business careers and be well prepared to avail of continued education opportunities

Entrance Requirements:

Acceptable placement test score(s), plus high school diploma or GED

Type of Program:

Day, evening, or online

Employment Opportunities:

Advertising agencies, business-to-business sales, consumer sales, financial institutions, merchandising, retail stores, service companies, 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 Accreditation Council for Business Schools and Programs (ACBSP).
- Listed below is the ideal grouping of courses in order by semester. This plan assumes a full-time schedule. Note, however, that many variables can affect this plan, and not every course is offered every semester. Please see your advisor to map out your own personalized progression toward graduation.

Recommended Program Schedule

First Semester

CPT	170	Microcomputer Applications	3.0
ENG	101	English Composition I*	3.0
MAT	155	Contemporary Mathematics* (or higher college math)	3.0
MKT	101	Marketing	3.0

Second Semester

ACC	101	Accounting Principles I	3.0
MKT	130	Customer Service Principles	3.0
SPC	205	Public Speaking*	3.0
MGT	101	Principles of Management	3.0

Third Semester

MGT	270	Managerial Communications	3.0
MKT	120	Sales Principles	3.0
MKT	240	Advertising	3.0
ECO	105	Introduction to Economic Principles*	3.0
		or	
ECO	210	Macroeconomics*	
		or	
ECO	211	Microeconomics*	

Fourth Semester

MKT	245	Promotional Strategies	3.0
MKT	268	Marketing Research	3.0
BUS	121	Business Law I	3.0
		Humanities/Fine Arts Elective	3.0/4.0

Fifth Semester

BUS	250	Introduction to International Business	3.0
MKT	260	Marketing Management	3.0
		Elective (choose from list below) **	3.0
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Total Required Credit Hours: 60.0

*General education course

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

** Electives:

AOT	101	Introduction to Keyboarding	2.0
AOT	106	Keyboarding Lab I	1.0
ARV	110	Computer Graphics	3.0
ARV	121	Design	3.0
BAF	101	Personal Finance	3.0
BUS	110	Entrepreneurship	3.0
BUS	270	SCWE in Business	3.0
COL	205	Leadership Seminar	3.0
ECO	210	Macroeconomics	3.0
ECO	211	Microeconomics	3.0
ENG	102	English Composition II	3.0
HSS	295	Leadership Through the Humanities	3.0
MAT	110	College Algebra	3.0
MAT	120	Probability & Statistics	3.0
MGT	120	Small Business Management	3.0
MGT	150	Fundamentals of Supervision	3.0
MKT	111	Media Relations	3.0
MKT	123	Event Planning and Promotion	3.0

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