

# MARKETING ASSOCIATE IN APPLIED SCIENCE

## Program Description

This program prepares students for immediate job functions with a major emphasis on the application of marketing skills in actual work situations.

### Embedded Certificate

This program contains one or more embedded certificates which will automatically be awarded if the certificate requirements are met unless the student completes and submits the Program of Study Change Form ([https://www.gvltec.edu/admissions\\_aid/student\\_forms/](https://www.gvltec.edu/admissions_aid/student_forms/)) requesting to opt out of the embedded certificate.

## Mission Statement

The mission of the Marketing Associate Degree program is 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

High school diploma or GED

## Type of Program

Day, evening or online

## Program Accreditation

This program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Requirements for Completion

Students must receive a grade of "C" or higher in program courses, concentration courses, corequisites, and prerequisites in order to be eligible for graduation.

## Employment Opportunities

Advertising agencies, business-to-business sales, retail sales, financial institutions, merchandising, customer service relations, marketing research, tourism, sports marketing, media relations.

Visit our web page at <https://www.gvltec.edu/marketing/>.

## Recommended Program Schedule

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.

**Note:** Please contact your advisor for recommended evening schedules.

First Semester		Hours
COL 105	Freshman Seminar	3
ENG 101	English Composition I <sup>1</sup>	3

MAT 155	Contemporary Mathematics (or higher college math) <sup>1</sup>	3
MKT 101	Marketing	3
<b>Total Semester Hours</b>		<b>12</b>

### Second Semester

CPT 170	Computer Applications I	3
MKT 130	Customer Service Principles	3
SPC 205	Public Speaking <sup>1</sup>	3
MGT 101	Principles of Management	3
<b>Total Semester Hours</b>		<b>12</b>

### Third Semester

ACC 101	Accounting Principles I	3
MKT 120	Sales Principles	3
MKT 240	Advertising	3
Select one of the following:		3
ECO 105	Introduction to Economic Principles <sup>1</sup>	
ECO 210	Macroeconomics <sup>1</sup>	
ECO 211	Microeconomics <sup>1</sup>	
<b>Total Semester Hours</b>		<b>12</b>

### Fourth Semester

MKT 245	Promotional Strategies	3
MKT 123	Event Planning and Promotion	3
BUS 121	Business Law I	3
Humanities/Fine Arts Elective		3-4
<b>Total Semester Hours</b>		<b>12-13</b>

### Fifth Semester

MKT 268	Marketing Research	3
MKT 260	Marketing Management	3
MKT 111	Media Relations	3
Elective (choose from list below) <sup>2</sup>		3
<b>Total Semester Hours</b>		<b>12</b>
<b>Total Required Credit Hours</b>		<b>60-61</b>

<sup>1</sup> General education course

<sup>2</sup> Electives:

- ARV 110 Computer Graphics I
- ARV 121 Design
- BAF 101 Personal Finance
- BUS 110 Entrepreneurship
- BUS 220 Business Ethics
- BUS 250 Introduction to International Business
- BUS 270 SCWE in Business
- ECO 210 Macroeconomics
- ECO 211 Microeconomics
- ENG 102 English Composition II
- HSS 295 Leadership Through the Humanities
- LOG 215 Supply Chain Management
- MAT 120 Probability and Statistics
- MGT 120 Small Business Management
- MGT 201 Human Resource Management
- MGT 270 Managerial Communications
- MKT 111 Media Relations

2 Marketing Associate in Applied Science

- MKT 123 Event Planning and Promotion
- PSY 201 General Psychology
- SOC 101 Introduction to Sociology
- SPA 101 Elementary Spanish I