

Northern Virginia Community College 2007-2008 Catalog

MARKETING

Associate of Applied Science Degree

AN

Purpose: The curriculum is designed for persons who seek full-time employment in areas involving the marketing and distribution of goods and for those presently in these fields who are seeking promotion. The occupational objectives include store manager, assistant manager, sales supervisor, department manager, sales and customer service representative, buyer and assistant buyer, promotion specialist, public relations coordinator, advertising account manager, media buyer, marketing research technician, international wholesaler, and human resource manager.

Transfer Information: Although transfer is not the primary purpose of an A.A.S. program, NVCC has articulation agreements that facilitate the transfer of this and other career-oriented programs to selected senior institutions. Students interested in transfer should contact a counselor or their faculty advisor early in their program.

Recommended Preparation: The student should possess a proficiency in high school English and a strong background in basic arithmetic operations.

Two Years Credits

1st Semester

BUS 100 Introduction to Business	3
ECO 120 Survey of Economics	3
ENG 111 College Composition I	3
ITE 115 Intro. to Computer Applications & Concepts OR ITD 110 Web Page Design I	3
MTH 151 Math for the Liberal Arts I	3
PED 116 Lifetime Fitness & Wellness	1
SDV Elective	<u>1</u>
Total	17

2nd Semester

BUS 125 Applied Business Mathematics	3
BUS 282 Principles of eComm. OR	
BUS 200 Principles of Management	3
ENG 112 College Composition II	3
MKT 200 Consumers/Marketing/Society	3
MKT 201 Introduction to Marketing	3
____ Social Science Elective	<u>3</u>
Total	18

3rd Semester

ACC 211 Principles of Accounting I	3
BUS 201 Organizational Behavior	3
MKT 283 Ethical, Legal & Privacy Issues in eCommerece OR	
MKT 221 Public Relations OR BUS 241 Business Law I	3
____ Humanities/Fine Arts Elective	3
MKT 216 Retail Organization & Mgt.	3
MKT 228 Promotion	<u>3</u>
Total	18

4th Semester

BUS 205 Human Resource Management	3
MKT 215 Sales & Marketing Mgt.	3

MKT 227 Merchandise Buying & Control	3
MKT 221 Public Relations OR	
MKT 282 Principles of eCommerce OR	
MKT 275 International Marketing	3
² PED/RPK	1
⁶ SPD 110 Intro. to Speech Communication	<u>3</u>
Total	16

Total for the A.A.S. Degree in Marketing = 69.

Students are encouraged to participate in the Cooperative Education Program for special career-related work experience.

¹ Students considering transfer may take ECO 201 or 202 after consulting with a faculty advisor.

² The PED requirement may be met by one of the following options: PED 116, 2 cr.; PED 116, 1 cr. plus a PED activities course, 1 cr.; or PED 116, 1 cr. plus RPK activities course. PED 116 is offered as both a 1-credit and a 2-credit course.

³ ENG 116 Writing for Business or ENG 125 may be substituted with the advice of a counselor or faculty advisor.

⁴ The social science elective may be selected from the economics, geography, history, political science, psychology, or sociology (includes anthropology) courses listed on page 54.

⁵ Humanities/fine arts elective may be chosen from list on page 54.

⁶ SPD 227 may be substituted.

Revised 8/3/07