

## 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.

<b>Two Years</b>		<b>Credits</b>
<b>1st Semester</b>		
BUS	100 Introduction to Business	3
<sup>1</sup> 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
<sup>2</sup> PED	116 Lifetime Fitness & Wellness	1
SDV	Elective	<u>1</u>
	<b>Total</b>	<b>17</b>
<b>2nd Semester</b>		
BUS	125 Applied Business Mathematics	3
<del>BUS</del>	<del>200 Principles of Management</del>	<del>3</del>
<sup>3</sup> ENG	112 College Composition II	3
MKT	200 Consumers/Marketing/Society	3
MKT	201 Introduction to Marketing	3
<del>MKT</del>	<del>282 Principles of eCommerce or BUS 200 Management</del>	<del>3</del>
<sup>4</sup> ___	Social Science Elective	<u>3</u>
	<b>Total</b>	<b>18</b>
<b>3rd Semester</b>		
ACC	211 Principles of Accounting I	3
BUS	201 Organizational Behavior	3
<del>MKT</del>	<del>221 Public Relations OR BUS 241 Business Law I</del>	<del>3</del>
<sup>5</sup> ___	Humanities/Fine Arts Elective	3
MKT	216 Retail Organization & Mgt.	3
MKT	228 Promotion	<u>3</u>
<del>MKT</del>	<del>283 Ethical, Legal &amp; Privacy Issues in eCommerce or BUS 241 Business Law I</del>	<del>3</del>
	<b>Total</b>	<b>18</b>
<b>4th Semester</b>		
BUS	205 Human Resource Management	3

MKT	215 Sales & Marketing Mgt.	3
<u>MKT</u>	<u>221 Public Relations or</u>	
	<u>MKT 275 International Marketing</u>	<u>3</u>
MKT	227 Merchandise Buying & Control	3
<del>MKT</del>	<del>282 Principles of eCommerece or</del>	
	<del>MKT 275 International Marketing</del>	<del>3</del>
<sup>2</sup> PED/RPK		1
<sup>6</sup> SPD	110 Intro. to Speech Communication	<u>3</u>
	<b>Total</b>	<b>16</b>

**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.**

<sup>1</sup> Students considering transfer may take ECO 201 or 202 after consulting [with](#) a faculty advisor.

<sup>2</sup> 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.

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

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

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

<sup>6</sup> SPD 227 may be substituted.

***Revised 8/6/07***