

## Northern Virginia Community College 2009-2010 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:* Transfer is **not** the primary purpose of an A.A.S. program, but NOVA 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
<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
<sup>3</sup> ENG	112 College Composition II	3
MKT	200 Consumers/Marketing/Society	3
MKT	201 Introduction to Marketing	3
MKT	282 Principles of eCommerce or BUS 200 Principles of Management	3
<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
<sup>5</sup> —	Humanities/Fine Arts Elective	3
MKT	216 Retail Organization & Mgt.	3
MKT	228 Promotion	<u>3</u>
MKT	283 Ethical, Legal & Privacy Issues in eCommerce or BUS 241 Business Law I	<u>3</u>
<b>Total</b>		<b>18</b>
<b>4th Semester</b>		
BUS	205 Human Resource Management	3
<sup>6</sup> CST	110 Intro to Communication	3
MKT	215 Sales & Marketing Mgt.	3
MKT	221 Public Relations or MKT 275 International Marketing	3
MKT	227 Merchandise Buying & Control	3
<sup>2</sup> PED/RPK	Elective	<u>1</u>
<b>Total</b>		<b>16</b>

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**Total credits 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 under General Education Electives.

<sup>5</sup> Humanities/fine arts elective may be selected from the humanities/fine arts courses listed under General Education Electives.

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