



Marketing Associate of Applied Science (A.A.S.) 2018–2019

DESCRIPTION:

The Marketing A.A.S. degree program provides a strong foundation in fundamental marketing concepts and principles. The advanced courses provide the opportunity for studying topics in such areas as consumer behavior, public relations, and advanced sales techniques. All courses in the Marketing A.A.S. degree program can be completed in both a traditional and distance learning option. The traditional class room experience continues to provide students with high quality instruction in a small classroom setting on one of our campuses or at one of our regional learning centers. The distance learning option provides the same high-quality learning as traditional instruction, with the flexibility of being able to complete coursework online. For more information, see csc.edu/academics/departments/marketing.

ADMISSION REQUIREMENTS:

This is a non-selective, open-admission program; students may start in any semester.

ONGOING REQUIREMENTS:

Students must maintain the minimum college GPA.

OPPORTUNITIES FOR GRADUATES:

Career:

Marketing is at the heart of what every business must do to be successful: attract and retain customers. Marketing professionals are responsible for knowing how to produce, price, promote, and distribute goods and services. Program graduates enjoy career opportunities in such diverse areas as product management, advertising, retailing, public relations, web-based businesses, customer service and sales.

Overall employment of marketing, advertising, and promotion managers is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market (U.S. Department of Labor, Occupational Outlook Handbook).

Transfer:

Columbus State Community College has transfer plans for the Marketing AAS degree with the following institutions: Franklin University (BSBA: 3 +1), Ohio Dominican University (BA in Public Relations: 2 + 2), Ohio University (Technical Applied Studies: 2 + 2), and Ohio Wesleyan University (BSBA: 2 + 2).

DEGREE REQUIREMENTS (MARKETING A.A.S.):

FIRST SEMESTER

Course	Term	Credits	Milestones/Progress Check
ENGL 1100 Composition I	AU/SP/SU	3	
STAT 1400 Statistical Concepts for Bus	AU/SP/SU	3	
ACCT 1211 Financial Accounting	AU/SP/SU	3	
MKTG 1125 Introduction to Social Media	AU/SP/SU	3	
SCM 1100 Supply Chain Mgmt Principles	AU/SP/SU	3	
COLS 1100 First Year Experience Seminar	AU/SP/SU	1	
Semester Credits		16	

SECOND SEMESTER

Course	Term	Credits	Milestones/Progress Check
ECON 2200 Principles of Microeconomics	AU/SP/SU	3	
MKTG 1110 Marketing Principles	AU/SP/SU	3	
BOA 1102 Excel I	AU/SP/SU	2	
BOA 1104 Access I	AU/SP/SU	2	
FMGT 2201 Corporate Finance	AU/SP/SU	3	
BMGT 2200 Management & Organizational Behavior	AU/SP/SU	3	
Semester Credits		16	

THIRD SEMESTER

Course	Term	Credits	Milestones/Progress Check
COMM 2200 Business Communication	AU/SP/SU	3	
MKTG 2400 Advertising & Promotion	AU/SP	3	
MKTG 2200 Digital Marketing	AU/SP	3	
MKTG 2550 Consumer Behavior	AU	3	
MKTG 2500 Intro to Marketing Analytics	AU/SP	3	
Semester Credits		15	

FOURTH SEMESTER

Course	Term	Credits	Milestones/Progress Check
MKTG 1230 Customer Service & Sales	AU/SP/SU	3	
MKTG 2299 Marketing Capstone or BMGT 2901 Business Practicum/ Seminar	AU/SP	3	
HUM Humanities Elective*	AU/SP/SU	3	
MKTG Technical Elective**	AU/SP/SU	3	
MKTG Technical Elective**	AU/SP/SU	3	
Semester Credits		15	
Total		62	

*HUM Electives: HUM 1100, HUM 1160, HUM 1270, PHIL 1101

**Technical Electives: BMGT 2250, BMGT 2254, FOTO 1140, IMM 1220, MKTG 1105, MKTG 1120, MKTG 2360

AU: Autumn Semester/SP: Spring Semester/SU: Summer Semester
Requirements subject to change.