



Associate in Science

Business Administration: Marketing Option (EB55) 2015-2016 Catalog

This program provides students with knowledge, techniques, and perspectives in the theory and practice of customer service and marketing. The program prepares students for careers in customer service and marketing.

Outcomes:

- Demonstrate an understanding of basic theory and practice of business administration and customer service marketing.
- Demonstrate the ability to read, understand, and prepare standard types of business communications.
- Demonstrate analytical, problem-solving, and decision-making skills applicable to business administration, customer service and marketing.
- Demonstrate proficiency in the use and interpretation of data and information as applied to the various applications in business administration, customer service and marketing.

Suggested Sequence of Courses:

Prerequisite or parallel courses may be required. Please check individual course descriptions for details.

ENG* E101	Composition	3
¹ Mathematics	Elective	3-4
² BBG* E101	Introduction to Business	3
<i>OR</i>		
BES* E118	<i>Small Business Management</i>	
ACC* E113	Principles of Financial Accounting	3
³ Business (BMK)	Business Marketing Elective	3
ENG* E102	Literature & Composition	3
BMK* E201	Principles of Marketing	3
³ Business (BMK)	Business Marketing Elective	3
CSA* E105	Introduction to Software Applications	3
<i>OR</i>		
CSA* E106	<i>Introduction to Computer Applications</i>	
Science	Elective	3-4
Fine Arts	Elective	3
BMG* E210	Organizational Behavior	3
BFN* E201	Principles of Finance	3
BBG* E231	Business Law I	3
BMK* E207	Consumer Behavior	3
ECN* E101	Principles of Macro-Economics	3
<i>OR</i>		
ECN* E102	<i>Principles of Micro-Economics</i>	
BBG* E210	Business Communication	3
³ Business (BMK)	Business Marketing Elective	3
<i>OR</i>		
BMK* E241	<i>Principles of Advertising</i>	
Humanities	Elective	3
Behavioral Science	Elective	3

Total Credits:

60-62

¹ MAT* E137 or higher.

² BBG* E101 is highly recommended. Please see your academic advisor.

³ * Business Marketing Courses: BMK* E106, BMK* E123, BMK* E103, BMK* E216, BMK* E241, BMK* E205, BMK* E107, BMK* E212

Note: A minimum of 15 credits must be taken in 200-level courses.