

MARKETING (AAS)

Catalog Effective Term: Fall 2024

Program Code: APMKTD

Credential: Associate in Applied Science

High Demand Occupation, High Skill Occupation, High Wage Occupation

The Associate in Marketing degree offers a practical and theoretical background in daily marketing operations, spanning the major fields of practice in marketing. Students will gain knowledge and skills necessary to enter or advance in marketing with a focus on marketing management, digital marketing, and marketing communications.

Minimum Credits Required for the Program: 60

Course	Title	Credits
First Semester		
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
BMG 250	Principles of Marketing	3
Math Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#math)		3
Writing Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#writing)		3
Credits		15
Second Semester		
BMG 111	Business Law I	3
BMG 155	Business on the Internet	3
BMG 206	Retail Principles and Practices	3
Nat. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci)		3
Speech/Comp. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#writing)		3
Credits		15
Third Semester		
BMG 140	Introduction to Business	3
BMG 160	Principles of Sales	3
BMG 212	Consumer Buying Behavior	3
Arts/Human. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#arthuma)		3
Soc. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci)		3
Credits		15
Fourth Semester		
BMG 181	Introduction to Supply Chain Management	3
BMG 207	Business Communication	3
Open Elective(s) to reach a minimum of 60 total credits.		9
Credits		15
Total Credits		60