

# MARKETING (AAS)

**Catalog Effective Term:** Fall 2025

**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.

## Articulation

Eastern Michigan University

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>

### Minimum Credits Required for the Program: 60

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