

# Marketing

Degree Awarded: Associate in Applied Science

Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)

7007 College Boulevard, Suite 420, Overland Park, KS, 66211

## Recommended Course Sequence

First Semester	Credits
ENG 101 Freshman English 1	3
BUS 161 Computer Applications for Business	3
_____ Math or Liberal Arts Science	3
BUS 101 Business Math	3
BUS 103 Introduction to Business	3
OFT 106 Keyboarding**	1
Second Semester	
ENG 102 Freshman English 2	3
_____ Any Social Science	3
ART 123 Visual Comm & Graphic Design	3
BUS 105 Business and Society	3
MKT 101 Principles of Marketing	3
Third Semester	
MKT 115 E-Marketing Principles	3
ACC 101 Accounting 1	4
BUS 201 Business Law 1	3
MKT 203 Marketing Management	3
MKT 201 Advertising	3
Fourth Semester	
MKT 204 Problems in Marketing	3
BUS 203 Business Communications	3
_____ Math or Liberal Arts Science	3
_____ Any Social Science	3
MKT 202 Salesmanship <b>or</b>	
MGT 220 Business Internship *	3

Total Credits: 62

\*It is strongly recommended that students with at least a 2.50 CQPA register for MGT 220. Approval of the department chair is required to register for this course.

\*\*Students with sufficient keyboarding ability who pass the keyboarding waiver exam will fulfill this requirement; they do not need to replace the 1 credit.

## Program Description

The Associate in Applied Science degree program in Marketing prepares graduates for immediate entry into positions ranging from entry level to marketing management. Students develop interpersonal and conceptual skills such as communication, decision making and problem solving.

The primary focus of the curriculum is on marketing strategy, selling techniques, advertising procedures and international marketing. This well-balanced program includes a marketing core, accounting, computer information systems, law and liberal arts courses. Students will be involved in developing marketing plans, creating advertising, presenting sales presentations, and participating in both group and individual projects designed to enhance their skills.

Business Department faculty are well-trained and experienced in their areas of expertise, and highly motivated to work with students, helping them to succeed in their quest for a job. Many students complete this degree and transfer to four-year colleges to earn a bachelor's degree; however, students who have this objective are advised that they may suffer transfer credit losses due to the concentration of business courses.

## Admission Criteria

Admission to this program requires that students be high school graduates or have high school equivalency diplomas (HSEs). If students are not high school graduates, they may be eligible for admission to the College's 24 Credit Hour Program. If students are home schooled, they may be eligible for admission. (See pages 7 through 13 for more details on the admission process for all applicants.)

Students are required to complete most developmental classes before attempting the courses in this program. See Developmental Course List on page 47.

This degree has been approved by ACBSP and SUNY NYS Education Department for online distance learning delivery. This does not mean that SUNY Orange offers every course in the program online; however, many are offered in this format. Please check the current credit course schedule for online DL virtual course listings offered each semester.

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## Program Learning Outcomes

Students will:

- demonstrate knowledge of marketing principles and applications.
- demonstrate the ability to identify, analyze, and evaluate market segments and strategies.
- express business information effectively in both oral and in written forms.

## Career Opportunities

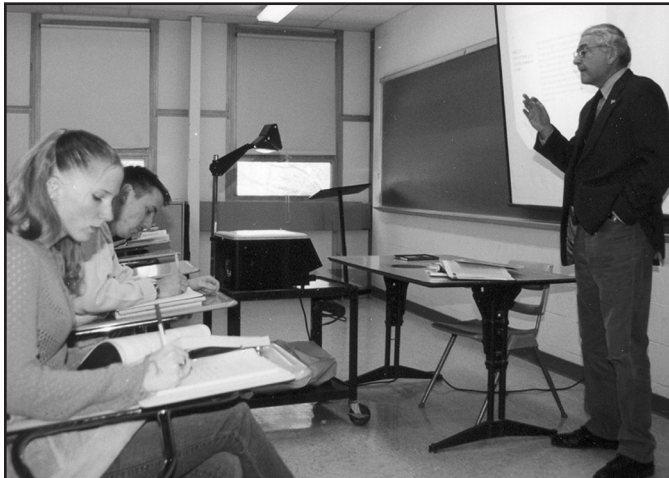
- advertising
- marketing and manufacturing
- marketing service
- marketing research
- public relations
- sales
- customer service

## Transfer Opportunities

While the A.A.S. is a degree leading to immediate job placement upon graduation, SUNY Orange has special relationships with Franklin University for transfer to a B.S. degree in marketing, business administration or human resource management .

Other transfer opportunities exist with:

- Franklin University
- Mount St. Mary College
- Ramapo College
- SUNY Empire State



## Contact Information

Business Department Chair  
(845) 341-4411  
Admissions Office  
(845) 341-4030