

# Marketing Management Specialization

*Associate in Applied Science*

The Associate in Applied Science degree curriculum with a Major in Marketing is designed primarily for persons who are seeking full-time employment in merchandising and marketing occupations immediately upon completion of the community college curriculum. Both persons who are seeking their first employment in marketing positions and those who are seeking a promotion may benefit from this curriculum. This program will also transfer to the B.S. in Business Administration at Franklin University.



Marketing Management Specialization includes instruction for those employment areas involving the marketing and distribution of goods and services. Students are exposed to a wide variety of courses involving management and marketing concepts.

Occupations in the field of Marketing Management Specialization include: manager/manager trainee, assistant manager, department manager, sales representative/sales supervisor, customer service representative, display apprentice/trainee, advertising trainee, retail store owner/manager, and media buyer.

The first two semesters of the Marketing program are similar to other curriculums in business. However, in the second

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year each student will pursue courses in Marketing to meet the requirements of the Management Specialization. The curriculum will include technical courses in merchandising, marketing, management, general education, and electives. Instruction will include both the theoretical concepts and practical applications needed for future success in Marketing.

## Marketing: Management Specialization — Degree Requirements

Course No.	Course Title	First Year	
		1st Sem.	2nd Sem.
HLT/PED	Health or Physical Education	1	1
BUS 100	Introduction to Business	3	-
	Computer Elective <sup>1</sup>	3	-
ENG 111	College Composition I	3	-
MKT 100	Principles of Marketing	3	-
MTH 120	Introduction to Mathematics <sup>2</sup>	3	-
SDV 100	Orientation	1	-
BUS 121	Business Mathematics	-	3
BUS 200	Principles of Management	-	3
ENG 116	Technical Report Writing I3	-	3
MKT 110	Principles of Selling	-	3
	Social Science Elective <sup>4</sup>	-	3
<b>Total</b>		<b>17</b>	<b>16</b>

Course No.	Course Title	Second Year	
		1st Sem.	2nd Sem.
ACC 211-212	Principles of Accounting I-II	4	4
ECO 120	Survey of Economics <sup>5</sup>	3	-
	Humanities Elective <sup>4</sup>	3	-
MKT 228	Promotion	3	-
MKT 229	Marketing Research	3	-
BUS 205	Human Resource Management	-	3
BUS 241	Business Law I	-	3
MKT 275	International Marketing	-	3
MKT 282	Principles of E-Commerce	-	3
<b>Total</b>		<b>16</b>	<b>16</b>

**Minimum credits required to graduate**

**65**

<sup>1</sup> Select from BUS 226 Computer Business Applications or ITE 115 Introduction to Computer Applications and Concepts.

<sup>2</sup> MTH 151 may be substituted for MTH 120.

<sup>3</sup> ENG 112 may be substituted for ENG 131.

<sup>4</sup> See course catalog for available courses.

<sup>5</sup> ECO 120 may be satisfied by taking ECO 201 or ECO 202.