

BUSINESS ADMINISTRATION: MARKETING MANAGEMENT, A.A.S.

Entry Time

Fall, Spring, Summer

Award

Associate of Applied Science degree
2 years (5 terms)

Marketing and Management are two of the most popular majors in colleges today, due to the vast employment opportunities available. Marketing Management is a hybrid program offering both marketing and management in one degree. Marketing promotes profitable exchanges in goods and services across all sectors-from solo entrepreneurs to small businesses, from global corporations to non-profits. Effective marketing allows every kind of organization to grow and prosper allowing vast employment opportunities. It is the marketing professional's job to create, manage, and enhance brands. To some this is a scary time to be in marketing, as the very foundation of how we communicate with customers is being disrupted by the Internet and social media. Today they're just a few clicks away on your Facebook page, Twitter profile, Snapchat or Instagram feed. Marketing can even lead to better communities, locally and across the globe. These fields need professionals with a strong initiative and spirit of competition. Successful students also exhibit strong entrepreneurial, problem solving and interpersonal skills.

Through this program, students have the opportunity to earn certificates in Retail Marketing, Sales, and Social Media Marketing. Please consult with the Business and Information Technology Department for more information.

Career Opportunities

- digital marketing specialist
- brand strategist
- content marketing manager
- marketing analytics specialist
- e-commerce manager
- social media strategist
- sales representative
- advertising executive
- public relations specialist
- media planner
- sales strategist
- marketing specialist
- marketing research analyst
- marketing coordinator

Degree Requirements

Term 1		Credit Hours
BUS-101	Business Professionalism	1
BUS-102	Introduction to Business	3
MGT-145 or PSY-111	Human Relations in Management or Intro to Psychology	3
ENG-105	Composition I	3
Approved Math Course		3
Term Totals:		13
Term 2		
CSC-116	Information Computing	3
ENG-108 or ENG-106	Comp II: Technical Writing or Composition II	3
MKT-110	Principles of Marketing	3
Select one of the following:		3
MKT-140	Principles of Selling	
SPC-101	Fundamentals of Oral Comm	
SPC-112	Public Speaking	
Term Totals:		12
Term 3		
Humanities or History/Culture Course (https://creditcatalog.kirkwood.edu/aas-degree-humanities-requirement/)		3
ECN-120 or ECN-130	Principles of Macroeconomics or Principles of Microeconomics	3
WBL-305	Intern: Bus/Finance/Mktg/Mgt	3
Term Totals:		9
Term 4		
MKT-150	Principles of Advertising	3
MGT-101	Principles of Management	3
MKT-180	Customer Service Strategies	1
ACC-111 or ACC-152	Introduction to Accounting or Financial Accounting	3
Marketing Elective		3
Term Totals:		13
Term 5		
MKT-130	Social Media in Business	3
MKT-135	Content Marketing	3
MKT-160	Principles of Retailing ¹	3
MKT-195	Marketing Management ¹	3
WBL-110	Employability Skills	1

Marketing Elective		3
	Term Totals:	16
	Program Totals:	63

¹ Only offered in the spring term

Marketing Electives

Code	Title	Credit Hours
APP-120	Apparel Visual Merchandising	3
BCA-213	Intermediate Computer Bus Apps	3
BCA-290	Web Design Principles	3
CIS-290	Web Content & E-Commerce Sys	3
FIN-121	Personal Finance	3
GLS-120	Education Experience Abroad	1
MGT-112	Business Innovation	3
MGT-121	Project Management Basics	3
MGT-130	Principles of Supervision	3
MGT-170	Human Resource Management	3
MGT-171	HR Strat-Talent Mgt/Empl Rel	3
MGT-179	HR Strat-Ttl Reward/Safe/Labr	3
MGT-300	Intro to Entrepreneurship	3
MGT-305	Business Plans for Entrepreneurs	3
MKT-140	Principles of Selling	3
WBL-305	Intern: Bus/Finance/Mktg/Mgt	3

Optional Courses

Code	Title	Credit Hours
MKT-924	Honors Project	1
MKT-928	Independent Study	1-3