

Marketing

ACCOUNTING, BUSINESS AND LEGAL STUDIES DEPARTMENT

Associate in Applied Science (A.A.S.) Degree

The distribution of goods and services is one of the fastest growing business fields in the nation. It is especially appropriate for alert, vigorous individuals who are capable of bringing new ideas and talents to a dynamic and diversified business establishment. Career possibilities include employment as a marketing trainee, marketing research assistant, advertising assistant, customer relations representative, or sales representative.

Can students who major in Marketing transfer to a four-year college or university?

Articulation agreements with public and private institutions offer students who earn the A.A.S. degree the opportunity to transfer all of their coursework to the four-year institution. Students in specialized programs, or who earn an A.A.S. degree should discuss the transfer process with an advisor.

What will students learn by studying Marketing?

They acquire a firm base of knowledge of business law and mathematics, accounting, computer applications, and economics. Students also study courses in general education and specific courses in marketing.

Note: Not all MKT courses are offered every semester both day and evening. Students should call the department chair at 732.906.2594 to discuss course offerings for future semesters.

Are there any requirements that must be satisfied before taking courses in the major?

Algebra I is a prerequisite for all majors. Algebra I competency may be verified with a passing score on the College's placement test or completion of the appropriate course.

How long will it take to complete this degree?

Once students complete developmental coursework (if needed), the degree can be completed in two years of full-time study. They can shorten the amount of time by taking courses in the summer and winter sessions.

Questions?

Contact Name: Professor Nancy Bailey, department chair

Contact Phone: 732.906.2594

Contact Email: ABLS@middlesexcc.edu

Department Web: <http://www.middlesexcc.edu/departments/bam>

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Associate in Applied Science (A.A.S.) Degree - MKT.AAS

*Below are required courses and recommended course groupings and sequences for program completion.
Courses may have prerequisite and corequisite requirements. Check course descriptions for details.*

Courses	Credits	Requisites/Comments
<i>Semester I</i>		
ACC 101 Financial Accounting	4	
BUS 101 Business Organization and Management	3	
MAT 101 Freshman Mathematics I	3	Students with the appropriate academic prerequisites, in consultation with their academic advisor, should elect the appropriate mathematics course. Only MAT courses with the designation GE fulfill the General Education elective.
CSC 105 Computer Applications and Systems	3	Students may select an alternate Computer Science (GE MST) course for which they have appropriate academic advisement and preparation in mathematics, such as CSC 106.
ENG 121 English Composition I	3	A passing score on the College's placement test or a grade of "C" or better in ENG 010.
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<i>Semester II</i>		
ACC 102 Managerial Accounting	4	ACC 101
BUS 201 Business Law I	3	
ENG 122 English Composition II	3	A grade of "C" or better in ENG 121
MKT 201 Marketing I	3	BUS 101
SPE 121 Fundamentals of Public Speaking	3	
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<i>Semester III</i>		
____ Recommended Business Elective - 3 credits each:	3	
MKT 209 Marketing Field Experience or BUS 202 Business Law II		MKT 201 BUS 201
ECO 201 Principles of Economics I	3	A passing score on the algebra portion of the College's placement test MAT 013.
MKT 202 Marketing II	3	MKT 201
MKT 203 Principles of Advertising	3	BUS 101
____ Physical/Health Education Elective	1-3	
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<i>Semester IV</i>		
ECO 202 Principles of Economics II	3	ECO 201 or permission of department chair
MKT 143 Salesmanship	3	
MKT 206 Marketing Management Seminar	3	Prerequisite(s): MKT 202 Corequisite(s): ACC 102, BUS 201, ECO 201, ENG 122, MKT 203
____ General Education Science Elective (GE MST)	3-4	Students must select a course with the (GE MST) designation from the BIO, CHM, PHY or SCI course code.
____ General Education Humanities Elective (GE HUM)	3	

Total Credits: 60-63

NOTE: Not all major courses are offered every semester both day and evening. Please call the department chair at 732.906.2594 to discuss course offerings for future semesters.

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