

MARKETING

Marketing Major

ARTS & SCIENCES AND BUSINESS DIVISION

Program of Study

The Marketing program is designed to fulfill the needs of both students who intend to explore careers in marketing related fields as well as those students who are presently in business who desire to supplement their work experience. Terra's Marketing curriculum includes retail and industrial sales, sales management, advertising, public relations, buying, and marketing research.

The faculty has identified the following Learning Outcomes for all graduates:

- Demonstrate the ability to use an understanding of marketing to effectively integrate that knowledge into the management of business.
- Understand the importance of sales and management of sales teams within a business organization.
- Demonstrate knowledge of the impact of technology in the modern business world.
- Manage the marketing, financial, legal, and global aspects of running a business.

POTENTIAL OCCUPATIONS:

- Retail Management
- Retail/Wholesale Buyer
- Rental Sales Worker Supervisor and Manager
- Demonstrator and Product Promoter
- Insurance Agent
- Manufacturers' and Wholesale Representative
- Mortgage Placer
- Supervisor
- Director or Manager
- Travel Agent

Associate of Applied Business

TECHNICAL CONCENTRATION

		Credit Hrs.
MGT	1190	Management 3
MGT	2560	Small Business Development. 4
MGT	2670	Business Ethics 3
MRT	1010	Marketing 3
MRT	1120	Personal Selling 4
MRT	1140	Advertising 3
MRT	1300	Public Relations 4
MRT	2130	Retail Management. 4
MRT	2440	Sales Management 3
MRT	2620	Marketing Management 3
		Total Technical Credit Hours 34

GENERAL EDUCATION AND RELATED COURSES

GEN	1000	First-Year Seminar 1
ACC	1100	Financial Accounting 4
BUS	1110	Business Math 4
CIT	1090	Computer Fundamentals 3
ECO	2020	Microeconomics 3
Choose One:		ENG 1050 College Composition I or ENG 1020 3
ENG	1900	Technical Writing 3
FST	2520	Risk Management 3
LAW	2420	Business Law 3
SPE	2010	Effective Speaking 3
		*Humanities Elective 3
		Total General Education & Related Credit Hours 33

TOTAL CREDIT HOURS 67

- * See page 95 for a listing of specific electives.
See your advisor for appropriate course selection.

For available Certificate Program options, see catalog pages 97-103.

- ** All students graduating from Terra State Community College with an Associate degree of any kind will be functionally proficient in common computer operations and applications. Please see your academic advisor or academic division office for further details.

To determine when courses are scheduled, see program curriculum sheet which is available from the Enrollment Services office in Building A/Room 100, from the Arts & Sciences and Business Division, Building A/Room 202 or on the web at www.terra.edu.