



Marketing Management

Program: Business Administration Career

Program Code:

BC_MAR

Academic Area:

Business and Experiential Education

Type:

Associate in Science

CIP Code:

52.1401

Program Statement

The Business Administration career program provides training in the various organizational functions, critical thinking, and problem-solving skills students need to compete in today's global business environment and to understand marketing. All the Business programs share common courses, so students can switch easily between concentrations.

Program Information

- This program requires 63– 64 credits to graduate
- Students who have taken courses at other institutions may receive transfer credit. All transfer credit requests for business related courses (ACC, BNK, BUS, LSM, MAN, MAR and RMN) must be approved by the Business Administration Department Chair.
- The faculty have years of practical experience that makes your education relevant to the workplace.
- This concentration assists students to prepare for a career in marketing and sales.
- Follow the course sequence. Do not register for ACC 101 in the first semester.

After Bristol

Graduates work as marketing agents, customer service representatives, loan service representatives, sales associates, marketing assistants, and sales people. The program is designed for students who plan to enter the workforce immediately after graduation.

Program Learning Outcomes

Students will be able to:

1. Explain the role that marketing plays in an organization
2. Apply their knowledge of marketing principles, marketing functions, and marketing systems in a business environment
3. Articulate how companies use the segmentation process to build their brands
4. Apply the skills needed to develop ideas and make ethical decisions.
5. Identify the role that diversity plays in shaping a company's marketing strategies



- Express how marketing concepts, functions, and systems relate to diverse cultures and the global business environment.

Degree Requirements

General Courses

Course #	Title	Credits
	CSS 101: College Success Seminar / Business and Experiential Education FYE	0-1
CIS 111	Introduction to Business Information Systems	3
COM 218	Business Communication	3
ECN 111	Principles of Economics-Macro	3
ENG 101	Composition I: College Writing	3
ENG 102	Composition II: Writing about Literature	3
HST 112	The West and the World II	3
INT 210	Internship Experience I	3

Elective Courses

Course #	Title	Credits
	Scientific Reasoning and Discovery Elective	3-4

Program Courses

Course #	Title	Credits
ACC 101	Principles of Accounting I	4
ACC 102	Principles of Accounting II	4
BUS 111	Business and Financial Mathematics	3
BUS 251	Business Law	3
MAN 101	Principles of Management	3
MAR 101	Principles of Marketing	3

Concentration Courses

Course #	Title	Credits
MAR 114	Sales Principles	3
MAR 253	Sales Management	3
MAR 255	Advertising Procedures	3
	BUS 116, BUS 253 or MAN 152	3



Program Electives

Course #	Title	Credits
	ACC 257, ECN 112 or Program Electives	6

Recommended Course Sequence - Semester 1

Course #	Title	Credits
	CSS 101: College Success Seminar / Business and Experiential Education FYE	0-1
ENG 101	Composition I: College Writing	3
CIS 111	Introduction to Business Information Systems	3
BUS 111	Business and Financial Mathematics	3
MAN 101	Principles of Management	3
MAR 101	Principles of Marketing	3

Recommended Course Sequence - Semester 2

Course #	Title	Credits
ACC 101	Principles of Accounting I	4
ECN 111	Principles of Economics-Macro	3
	Scientific Reasoning and Discovery Elective	3-4
ENG 102	Composition II: Writing about Literature	3
MAR 114	Sales Principles	3

Recommended Course Sequence - Semester 3

Course #	Title	Credits
ACC 102	Principles of Accounting II	4
MAR 255	Advertising Procedures	3
COM 218	Business Communication	3
HST 112	The West and the World II	3
	ECN 112 or Program Elective	3

Recommended Course Sequence - Semester 4

Course #	Title	Credits
INT 210	Internship Experience I	3
BUS 251	Business Law	3
	ACC 257 or Program Elective	3
MAR 253	Sales Management	3
	BUS 116, BUS 253 or MAN 152	3



Total credits:

62-64

Category Descriptions

CSS 101: College Success Seminar / Business and Experiential Education FYE

Credits: 0-1

Students can register for CSS 101 or complete the Business and Experiential Education First-Year Experience (FYE) Summer or Intersession orientation. Students who have earned a previous degree or have 30+ credits with a GPA of 2.5 or better are not required to register for CSS 101. Review the [CSS 101 Waiver](#) for more details.

Course #	Title	Credits
CSS 101	College Success Seminar	1

Scientific Reasoning and Discovery Elective

Credits: 3-4

Choose one [Scientific Reasoning and Discovery](#) elective.

BUS 116, BUS 253 or MAN 152

Credits: 3

Choose one of the following:

Course #	Title	Credits
BUS 116	Introduction to Logistics	3
BUS 253	Corporation Finance	3
MAN 152	Purchasing	3

ACC 257, ECN 112 or Program Electives

Credits: 6

Choose two electives from ACC 257, ECN 112, ACC, BNK, BUS, INT, MAN, MAR, HOS or PRM.