



Marketing Management Career

Program Goals 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

- Transfer credits for any course in the Business Administration Department (ACC, BNK, BUS, LSM, MAN, MAR and RMN) must be approved by the Business Administration Department Chairperson.
- 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.

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.

Infused General Education Competencies

Ethical Dimensions, Multicultural Perspective

Subject: Business

Type: Associate Degree

Campus

Campus:

Fall River

Attleboro

Taunton

New Bedford

Online

Item #

Title

Credits



General Courses

CSS 101: (or completion of Division 3 Summer or Intersession orientation or documented First-Year Experience or equivalent)

Item #	Title	Credits
CIS 111	Introduction to Business Information Systems	3
CSS 101	College Success Seminar	1
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

Choose one of the following

Item #	Title	Credits
COM 101	Fundamentals of Public Speaking	3
	Or	
COM 114	Professional Speaking	3

Elective Courses

See General Education Competency Courses - Scientific Reasoning and Discovery for course listings

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

Core Courses

Item #	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

Item #	Title	Credits
MAR 114	Sales Principles	3
MAR 253	Sales Management	3
MAR 255	Advertising Principles	3

Choose one of the following

Item #	Title	Credits
BUS 253	Corporation Finance	3
	Or	
MAN 152	Purchasing	3

Choose two from the following

ACC, BNK, BUS, CED, MAN, MAR, PRM, RES, RMN

Item #	Title	Credits
	Social Science Elective (3)	3
	Social Science Elective (3)	3

Program Electives – Choose one of the following

Item #	Title	Credits
BUS 112	Personal Financial Planning	3
BUS 113	Introduction to Business Functions and Practices	3
BUS 253	Corporation Finance	3
BUS 155	Business Ethics	3
MAN 251	Human Resources Management	3
MAN 152	Purchasing	3
MAN 290	Managing an Enterprise	3

Recommended Course Sequence - Semester 1

Item #	Title	Credits
ACC 101	Principles of Accounting I	4
BUS 111	Business and Financial Mathematics	3
CSS 101	College Success Seminar	1
ENG 101	Composition I: College Writing	3
HST 112	The West and the World II	3
MAN 101	Principles of Management	3



Recommended Course Sequence - Semester 2

Item #	Title	Credits
	Program Elective	3-4
ACC 102	Principles of Accounting II	4
ECN 111	Principles of Economics-Macro	3
ENG 102	Composition II: Writing about Literature	3
MAR 101	Principles of Marketing	3

Recommended Course Sequence - Semester 3

Item #	Title	Credits
	Program Elective	3-4
CIS 111	Introduction to Business Information Systems	3
	Science Elective	3-4
MAR 114	Sales Principles	3
MAR 255	Advertising Principles	3

Recommended Course Sequence - Semester 4

Item #	Title	Credits
	Program Elective	3-4
BUS 251	Business Law	3
MAR 253	Sales Management	3
BUS 253	Corporation Finance	3
	Or	
MAN 152	Purchasing	3
	Total credits:	63-64