



Marketing Management

Program: Business Administration Career

Program Code:

BC_MAR

Academic Area:

Business and Experiential Education

Type:

Associate in Science

Campus:

Fall River

Attleboro

Taunton

New Bedford

Online

CIP Code:

52.1401

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

Degree Requirements



General Courses

Course #	Title	Credits
CIS 111	Introduction to Business Information Systems	3
	CSS 101: College Success Seminar / Business and Experiential Education FYE	0-1
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
	COM 104 or COM 114	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 253 or MAN 152	3

Program Electives

Course #	Title	Credits
	Marketing Management Program Electives	6
	Business or Management Elective	3



Recommended Course Sequence - Semester 1

Course #	Title	Credits
ACC 101	Principles of Accounting I	4
BUS 111	Business and Financial Mathematics	3
	CSS 101: College Success Seminar / Business and Experiential Education FYE	0-1
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

Course #	Title	Credits
	Program Elective	3
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

Course #	Title	Credits
	Program Elective	3
CIS 111	Introduction to Business Information Systems	3
	Scientific Reasoning and Discovery Elective	3-4
MAR 114	Sales Principles	3
MAR 255	Advertising Procedures	3

Recommended Course Sequence - Semester 4

Course #	Title	Credits
	Program Elective	3
BUS 251	Business Law	3
MAR 253	Sales Management	3
	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

COM 104 or COM 114

Credits: 3

Choose one of the following:

Course #	Title	Credits
COM 104	Fundamentals of Public Speaking	3
COM 114	Professional Speaking	3

Scientific Reasoning and Discovery Elective

Credits: 3-4

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

BUS 253 or MAN 152

Credits: 3

Choose one of the following:

Course #	Title	Credits
BUS 253	Corporation Finance	3
MAN 152	Purchasing	3

Marketing Management Program Electives

Credits: 6

Choose two electives from ACC, BNK, BUS, INT, MAN, MAR or PRM.



Business or Management Elective

Credits: 3

Choose one of the following:

Course #	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