

# BUSINESS MANAGEMENT: MARKETING

**Award:** Associate of Applied Science

**Major:** Management

**Specialization:** Marketing

**Additional Program Information:** <https://www.brcc.edu/academics/programs/business-management/>

## Program Description

The A.A.S. degree program in Management with a specialization in Marketing is designed for students who seek skills and knowledge to successfully market a product, service or business.

## Required Courses Curriculum

First Semester		Credit Hours
BUS 100	Introduction To Business	3
ENG 111	College Composition I	3
Select one of the following:		3
ITE 152	Introduction to Digital Literacy and Computer Applications	
ITE 120	Principles of Information Systems	
CSC 110	Principles of Computer Science	
MKT 100	Principles of Marketing	3
MKT 284	Social Media Marketing	3
SDV ( <a href="https://catalog.brcc.edu/programs-study/sdv/">https://catalog.brcc.edu/programs-study/sdv/</a> )	Student Development	1
<b>Credit Hours</b>		<b>16</b>
Second Semester		
BUS 118	Concepts of Supervision	3
BUS 200	Principles of Management	3
ENG 112	College Composition II	3
Select one of the following:		3
MKT 282	Principles of E-Commerce	
ITE 160	Introduction to E-Commerce	
MTH 132	Business Mathematics <sup>1</sup>	3
<b>Credit Hours</b>		<b>15</b>
Third Semester		
ART 283	Computer Graphics I	3
BUS 240	Introduction to Business Law	3
FIN 107	Personal Finance	3
ITD 110	Web Page Design I	3
ITE 140	Spreadsheets for Business	3
<b>Credit Hours</b>		<b>15</b>
Fourth Semester		
BUS 270	Interpersonal Dynamics	3
General Elective		3
Social/Behavioral Science Elective ( <a href="https://catalog.brcc.edu/programs-study/general-education-aas/#social">https://catalog.brcc.edu/programs-study/general-education-aas/#social</a> )		3
ITD 130	Database Fundamentals	3
Literature/Humanities/Fine Arts Elective ( <a href="https://catalog.brcc.edu/programs-study/general-education-aas/#literature">https://catalog.brcc.edu/programs-study/general-education-aas/#literature</a> )		3
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>61</b>

<sup>1</sup> Or a higher level math

# Certificates

## Marketing

**Award:** Career Studies Certificate

**Additional Program Information:** <https://www.brcc.edu/academics/programs/business-management/>

Purpose: To provide students basic skills and knowledge in marketing. Each of the courses in this certificate can be applied to the A.A.S. degree in Management, Marketing Specialization.

## Curriculum

Code	Title	Credit Hours
BUS 100	Introduction To Business	3
MKT 100	Principles of Marketing	3
MKT 284	Social Media Marketing	3
Select one of the following:		3
MKT 282	Principles of E-Commerce	
ITE 160	Introduction to E-Commerce	
<b>Total Credit Hours</b>		<b>12</b>