

# Associates of Science in Business Administration - Marketing

## Degree Type

Associate of Science

The requirements below pertain to this Undergraduate Catalog year and are intended as a guide for academic planning. Students should consult with their academic advisor to discuss their individual plan of study.

**Program Length:** 62 credit hours

**Accepted Transfer Credits:** 45 Credit hours

Marketing is often considered as the intermediary function between product development and increasing brand awareness. The Marketing program completers are prepared to play a role in developing marketing strategies for an organization. Majors develop an understanding of product pricing strategies, product life cycles, consumer behavior, professional selling, and product/business promotion.

## Program Goals and Objectives

Marketing students will be able to:

- Develop in-depth knowledge on identifying, attracting, and evaluating customers
- Learn and utilize information technology tools for customer research and strategic performance.
- Create and manage a safe learning environment that prepares all students for the workplace, advanced training, and continued education.
- Model personal and professional qualities, attributes, and leadership skills reflect productive life and work roles and device and manage collaborative partnerships with students, colleagues, community, business, industry, and families that maximize resources and promote student self-sufficiency.
- Evaluate marketing options and alternatives and commit to a course of action, using financial, organizational, environmental, and ethical criteria to guide decision-making.
- Reveal workplace competencies in keyboarding and digital input, information technology clusters, information systems management, information processing applications, technical communications, principles of entrepreneurship, business management, accounting & computation, economics & finance, international business, and business law;

The number of credit hours required to complete an academic major varies according to the academic program. At least half the credits hours earned within the major must be upper-division (i.e., earned in courses numbered in the 300 and 400) and must be earned through Leighton University. A course grade may not be lower than a C grade. Specific coursework is prescribed for the major and is described under each program.

## University CORE Program

Code #	Title	Credits
	Category 1 - Purposive Communications (9 Credits)	9
	Category 2 - Quantitative Skills (3 Credits)	3
	Category 3 - Behavioral/Social Understanding (6 Credits)	6
	Category 4 - Scientific Reasoning (7 Credits)	7
	Category 5: Humanities and Fine Arts (6 Credits)	6
	Category 6: Technology Fluency (3 Credits)	3

## Foundational (3 Courses)

Code #	Title	Credits
ECON 203	Introduction to Business	3
ACCT 150	Financial Accounting	3
MAKT 155	Introduction to Marketing	3
MAKT 201	Principles of Marketing	3

## Core Distribution (5 Courses)

Code #	Title	Credits
ACCT 201	Principles of Accounting I	3
BUSI 200	Business Statistics	3
MAKT 205	Ethical Decision Making in Business	3
MAKT 210	Introduction to Supply Chain Management	3
MAKT 281	Digital Marketing	3

## Free Electives (1 Course)

Any 3 credit hour course.

## University Requirement

Code #	Title	Credits
LIBR 150	Library Research	1
<b>Total Credits</b>		<b>62</b>