

MARKETING, A.A.S.

The Marketing program provides academic and practical background for a successful career in this dynamic field. Graduates have many employment opportunities, including sales, customer service, digital and social media marketing, retailing, or promotion.

For more information about Marketing, please visit the program page (<http://www.cod.edu/marketing/>).

Degree Requirements

Field of Study Code: MARKE.AAS

Code	Title	Credits
Program Requirements		
MARKE 2210	Principles of Marketing	3
MARKE 2220	Principles of Selling	3
MARKE 2230	Principles of Retail	3
MARKE 2240	Advertising	3
MARKE 2225	Consumer Behavior	3
MARKE 2270	Digital Marketing	3
ACCOU 2140	Financial Accounting	4
BUSIN 1100	Introduction to Business	3
BUSLW 2205	Legal Environment of Business	3
or BUSLW 2211	Business Law I	
ECONO 2201	Macroeconomics and the Global Economy	3
MANAG 2210	Principles of Management	3
PHILO 1114	Business Ethics	3
or PHILO 1110	Ethics	
Program Electives ^{1,2}		11-14
Select 11-14 credits from Marketing, Management, Business, CIS disciplines. Up to 9 hours may come from GRDSN, MPTV, PHOTO		
General Education ²		
Select 13 to 16 credits		13-16
Total Credits		64

¹ Students may take one of the following courses as a program elective:

ECONO 2202 - Microeconomics
 GEOGR 1151 - Geographic Information Systems
 MCOMM 1100 - Introduction to Mass Communications
 SPEECH 1140 - Public Relations
 SPEECH 1130 - Persuasion
 PSYCH 1100 - General Psychology

² A minimum of 64 credit hours is required for this degree; total between program electives and general education courses must be 27.

General Education Requirements

For general education requirements for the A.A.S. degree, please visit the A.A.S. degree catalog page (<https://catalog.cod.edu/associate-degree-programs/associate-applied-science-degree/>).