

BUSINESS ADMINISTRATION: MARKETING, AS

Program code: BMKT-AS

Location: Asnuntuck, Gateway, Housatonic, Manchester, Middlesex, Naugatuck Valley, Northwestern, Norwalk, Three Rivers, Tunxis

Program Description

The Marketing option is available under the Business Administration parent degree and provides students with knowledge, techniques, and perspectives in the theory and practice of marketing. The program prepares students for further study and a broad variety of entry level marketing careers and customer service roles. Not all classes are fully transferable.

Students develop skills in accounting, ethics, finance, law, management, management information systems, and marketing which are needed to succeed in businesses from sole proprietorships through global corporations. This degree will prepare students to enter a variety of positions in business, start their own venture or continue to a bachelor's degree program.

Business Administration Learning Outcomes

In addition to the General Education learning outcomes, upon successful completion of all program requirements, graduates will be able to:

- Describe and appraise the economic, political, regulatory, legal, technological, ethical and social contexts of organizations in a global society.
- Define and evaluate principles, techniques and major functions of management and business organizations.
- Understand the U.S. legal system and be able to apply the principles to the legal environment in which organizations conduct business.
- Understand, apply and evaluate marketing fundamentals to make tactical decisions to execute business strategy.
- Develop and interpret financial statements using accounting and finance principles to make evidence-based decisions.
- Apply quantitative and technical skills to analyze problems, formulate and develop solutions using appropriate technology, and effectively communicate results to stakeholders.

Marketing Learning Outcomes

In addition to the General Education learning outcomes, upon successful completion of all program requirements, graduates will be able to:

1. Critically analyze and discuss topics including marketing ethics, the marketing mix and global/domestic marketing strategies.
2. Demonstrate the ability to effectively present marketing and promotion plans and to make an effective sales presentation, all of which reflect an understanding of customer behavior, segmentation and product and services positioning.
3. Demonstrate the ability to collect, process, and analyze consumer and market data to make informed decisions.
4. Demonstrate the ability to create and implement traditional and digital marketing communication strategies.

5. Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.

Degree Requirements

Code	Title	Credits
General Education Courses		
ENG 1010	Composition	3
MATH 1010	Intermediate Algebra	3
Elective SCKX - Scientific Knowledge Course or Elective SCR - Scientific Reasoning Course		3-4
Elective ARHX - Arts & Humanities Course		3-4
ECON 1001 or ECON 1002	Principles of Macroeconomics Principles of Microeconomics	3
BUSN 2100	Business Communication	3
CCS 1001	College and Career Success	3
Business Administration Program Core		
ACCT 1130	Principles of Financial Accounting	3
ACCT 1170	Principles of Managerial Accounting	3
BMGT 2020 or BMGT 2100	Principles of Management Organizational Behavior	3
BMKT 2010	Principles of Marketing	3
BUSN 2340 or BUSN 2310	Legal Environment of Business Business Law I	3
BFIN 2100 or BFIN 1100	Principles of Finance (recommended for transfer) Personal Finance	3
Open Elective ¹		3
Open Elective		3
Marketing Electives		
Choose five of the following:		15
BMKT 2140	International Marketing	
BMKT 2195	Retail Field Experience I	
BMKT 2350	Public Relations	
BMKT 2410	Principles of Advertising	
BMKT 1060	Principles of Selling	
BMKT 1230	Principles of Customer Service	
BMKT 2070	Consumer Behavior	
BMKT 2080	Social Media Marketing	
BMKT 2210		
BMKT 2160	Digital Marketing	
Elective BUS - Business Elective		
Total Credits		60-62

¹ ACCT 1250 Accounting Applications I, BUSN 1150 Business Software Applications, OR CIS 1141 Introduction to Management Information Systems recommended

Business Administration is a parent program which includes all of the options below. A student may not earn more than one associate degree in this cluster but may earn multiple certificates.

- Business Administration Certificate
- Business Administration, AS

- Business Administration: Finance Certificate
- Business Administration: Finance, AS
- Business Administration: Honors, AS
- Business Administration: Management Certificate
- Business Administration: Management, AS
- Business Administration: Marketing Certificate