

BUSINESS ADMINISTRATION: MARKETING, AS

Program code: BMKT-AS

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

Degree Requirements

Code	Title	Credits
General Education Courses		
ENG 1010	Composition	3
MATH 1010	Intermediate Algebra	3
Elective SCKX - Scientific Knowledge Course or Elective SCRX - 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
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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