



# Marketing

## *Business Administration*

### **ASSOCIATE DEGREE**

#### OVERVIEW

Are you looking for a career in a creative, fast-paced field? Then look no further. An associate's degree in Marketing can open exciting doors for you—whether you're entering the field for the first time or wanting to advance your business career. This program provides students with knowledge, techniques, and perspectives in the theory and practice of customer service and marketing. The program prepares students for careers in customer service and marketing.

#### RELATED CAREERS

Marketing Managers  
Market Research Analysts & Marketing Specialists  
Advertising & Promotions Managers  
Meeting, Convention & Event Planners  
Public Relations & Fundraising Managers  
Advertising Sales Agents  
Real Estate Sales Agent  
Sales Representatives

**For the latest salary and career  
information please visit:  
[onetonline.org](http://onetonline.org)**

#### CAREER READINESS SKILLS

##### **Critical Thinking/Problem-Solving**

Form creative decisions by interpreting information, opinions and data.

##### **Oral/Written Communication**

Explain thoughts and ideas effectively to people inside and outside the organization.

##### **Teamwork**

Work efficiently with diverse groups; the ability to negotiate and manage conflict maturely.

##### **Digital Technology**

Demonstrate adaptability to new emerging technology to achieve goals.

##### **Leadership**

Leverage the strength of others to achieve common goals, as well as prioritizing and delegating work.

##### **Professionalism**

Recognizing the significance of time, tasks, appearance and accountability.

##### **Career Management**

Understand how to self-advocate for opportunities, while identifying areas necessary for professional growth.

##### **Global Perspective**

Openness, inclusiveness, and sensitivity to people of diverse backgrounds and lifestyles.

**CAMPUS CONTACT FOR THIS PROGRAM:**  
**Mike Mandel | [MMandel@Housatonic.edu](mailto:MMandel@Housatonic.edu)**

*HCC is an Achieving the Dream Leader College, ranked by the Aspen Institute among nation's top 150 community colleges.*



**HOUSATONIC**  
**COMMUNITY COLLEGE**



## THE SMART PLACE TO START— ACADEMICALLY AND FINANCIALLY!

HCC's low tuition plus financial aid opportunities help make a high-quality education affordable.

You could qualify for federal grants, workforce grants, scholarships, and more. Learn more about financial aid online at [www.housatonic.edu/finaid](http://www.housatonic.edu/finaid) or call 203.332.5047.

## APPLY TODAY!

To learn more about HCC, visit us on the web at [www.housatonic.edu](http://www.housatonic.edu). Apply today online or contact the Admissions Office at 202.332.5100 to schedule a visit.

## SUGGESTED SEQUENCE OF COURSES

Prerequisite or parallel courses may be required. Please check individual course descriptions for details.

### BUSINESS ADMINISTRATION MARKETING, ASSOCIATE DEGREE

#### Freshman Year

ENG* E101 - Composition	3 credits
Elective (MATH) - Mathematics	3-4 credits <sup>1</sup>
BBG* E101 - Introduction to Business	3 credits <sup>2</sup>
or BES* E118 - Small Business Management (3 credits)	
ACC* E113 - Principles of Financial Accounting	3 credits
Elective (BMK*) Business Marketing	3 credits
ENG* E102 - Literature & Composition	3 credits
or Elective (WRIX) - Written Communication in English II (3 credits)	
BMK* E201 - Principles of Marketing	3 credits
Elective (BMK*) Business Marketing	3 credits
CSA* E105 - Introduction to Software Applications	3 credits
Elective (SCKX) - Scientific Knowledge & Understanding	3-4 credits <sup>3</sup>

#### Sophomore Year

Elective (AESX) - Aesthetic Dimensions	3 credits
BMG* E202 - Principles of Management	3 credits
or BMG* E210 - Organizational Behavior (3 credits)	
BFN* E201 - Principles of Finance	3 credits
BBG* E231 - Business Law I	3 credits
BMK* E207 - Consumer Behavior	3 credits
ECN* E101 - Principles of Macro-Economics	3 credits
or ECN* E102 - Principles of Micro-Economics (3 credits)	
BBG* E210 - Business Communication	3 credits
Elective (BMK*) Business Marketing	3 credits
Elective (BUS) - Business	3 credits
Elective (SOCX) - Social Phenomena I	3 credits

**Total Credits: 60 - 62**

<sup>1</sup> MAT\* E137 or higher.

<sup>2</sup> BBG\* E101 is highly recommended. Please see your academic advisor.

<sup>3</sup> Students desiring to transfer to a 4-year school should take a 4-credit laboratory science.

**NOTE:** A minimum of 15 credits must be taken in 200-level courses.