

2018-2019 TTC Catalog

Business Administration - Marketing

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Associate in Applied Science in Business Administration

Marketing Career Path

69 Credit Hours

The Marketing career path prepares students for careers in various aspects of marketing, including retailing, sales and advertising. Students will gain knowledge in the areas of pricing, promotion and distribution of goods and services as well as the concepts of merchandising.

Students can earn only one Business Administration degree in a single career path.

Accreditation

Accounting, Business and Management, Computer Technology and Administrative Office Technology

Accreditation Council for Business Schools and Programs

11520 West 119th St.

Overland Park, KS 66213

General Education Core Requirements

ECO 210 Macroeconomics 3

or

ECO 211 Microeconomics 3

ENG 101 English Composition I 3

IDS 109 First Year Experience Seminar 3

MAT 120 Probability and Statistics 3

or

MAT 155 Contemporary Mathematics 3

REQ HUM Select from 3
[Humanities](#)

Total: 15

Major Requirements

ACC 101 Accounting Principles I 3

BAF 101 Personal Finance 3

BUS 101 Introduction to Business 3

BUS 121 Business Law I 3

BUS 220 Business Ethics 3

CPT 282 Information Systems Security 3

MGT 101 Principles of Management 3

MGT 255 Organizational Behavior 3
 MGT 270 Managerial Communication 3
 MKT 101 Marketing 3
 MKT 110 Retailing 3
 MKT 120 Sales Principles 3
 MKT 130 Customer Service Principles 3
 or
 MKT 135 Customer Service Techniques 3
 MKT 140 E-Marketing 3
 MKT 245 Promotional Strategies 3
 MKT 250 Consumer Behavior 3
 MKT 260 Marketing Management 3

Total: 51

Electives

Select one course from the following:

ACC 102 Accounting Principles II 3
 CPT 172 Microcomputer Database 3
 CPT 174 Microcomputer Spreadsheets 3
 CPT 179 Microcomputer Word Processing 3
 CPT 297 Big Data Analytics 3
 CWE Cooperative Work Experience * *
 FRE 101 Elementary French I 4
 FRE 102 Elementary French II 4
 IDS 201 Leadership Development 3
 SPA 101 Elementary Spanish I 4
 SPA 102 Elementary Spanish II 4

REQ SSC	Select from Behavioral/Social Sciences	3
REQ HUM	Select from Humanities	3
REQ MAT	Select from Mathematics/Natural Sciences	3

Total: 3

All courses from the following prefixes that are not required in the career path:
 BAF, BUS, ECO, LOG, MGT, MKT, MMT, QAT, TRL.

**Up to three credit hours.

Admission Requirements

Admission into this program requires proof of high school graduation (or GED) and qualifying scores on SAT, ACT or the TTC placement test.