

2019-2020 TTC Catalog

Business Administration - Marketing

Associate in Applied Science in Business Administration

Marketing Career Path

66 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 111 Accounting Concepts 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
MKT 140 E-Marketing 3
MKT 245 Promotional Strategies 3
MKT 250 Consumer Behavior 3
MKT 260 Marketing Management 3

Total: 51

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.