

## Marketing (MKT)

**THE DEGREE:** Associate of Science

**THE PROGRAM:** provides the necessary coursework for transfer to some baccalaureate degree-awarding marketing and business programs while preparing students to assume contemporary, marketing-related responsibilities in small and large businesses. The program has a core of business and marketing-related courses which are combined with liberal arts courses emphasizing math, digital media, and behavioral sciences.

**YOUR NEXT STEP:** work in entry-level management positions in small and large businesses, or transfer to a marketing or business program in a baccalaureate degree institution.

REQUIRED COURSES	CREDITS
ACC 151 Concepts of Financial Accounting I .....	3
ACC 152 Concepts of Financial Accounting II .....	3
ART 161 Introduction to Electronic Studio .....	3
BUS 105 Personal Financial Literacy .....	3
BUS 111 The Contemporary Business World.....	3
BUS 116 E-commerce.....	3
BUS 125 Principles of Advertising .....	3
BUS 155 Business Law I.....	3
BUS 209 Principles of Marketing.....	3
CIS 140 Microcomputer Software Tools I .....	3
CIS 141 Microcomputer Software Tools II.....	3
CIS 145 Relational Database Design and Application .....	3
CIS 151 Web Site Development.....	3
ECO 101 Principles of Macroeconomics .....	3
ECO 102 Principles of Microeconomics.....	3
ENG 101, 103, or 105 English Composition I.....	3
ENG 112, 114, or 116 English Composition II .....	3
MAT 114 Introduction to Statistics .....	4
PSY 101 Principles of Psychology .....	3
Program Elective (any course coded AHS, ART, BUS, CIS, ECO, PCS; ANT 104, SOC 101) .....	3
<b>TOTAL</b>	<b>61</b>

### PROGRAM COORDINATOR

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