

# MARKETING BUSINESS MANAGEMENT ASSOCIATE IN APPLIED SCIENCE DEGREE (MARKT D235)

FCC	LTC	OCC	✓ WVC
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The Marketing Business Management degree program is for students interested in various business and entrepreneurial career opportunities. Students study and practice skills in fundamental business practices in order to qualify for supervisory and middle management positions. The importance of team development, customer satisfaction, employee motivation, and problem solving is emphasized throughout the program. Business management students will also receive college credit and pay for on-the-job occupational experience while working in a business-related field during two semesters.

Career possibilities encompass a multitude of current and expanding business opportunities including: product and service retailing, wholesaling, advertising, marketing, distribution, sales, food service, hospitality, supervision in manufacturing, entrepreneurship, and business ownership. Graduate job titles include: assistant manager, line supervisor, assistant department manager, team leader, manager trainee, account executive, customer service associate and sales representative. The Marketing Business Management program enhances career opportunities for both men and women. After completion of the degree, some graduates pursue a baccalaureate degree through the SIU-C Capstone program.

## First Semester Credit Hours 15

BMK 2102	Introduction to Sales	3
BUS 1101	Introduction to Business	3
BUS 2201	Principles of Management	3
DAP 1201	Business Computer Systems <b>OR</b>	
	Computer Elective	3
	Social Science Gen Ed Elective <sup>1*</sup>	3

## Second Semester Credit Hours 17

ACC 1101	Applied Accounting <b>OR</b>	
ACC 2101	Financial Accounting	4
BMG 1202	Business Math <sup>1</sup> <b>OR</b>	
	College Level Math <sup>1</sup>	4
BMK 2101	Principles of Marketing	3
	Economics Elective <sup>1</sup>	3
	Elective	3

## Summer Semester Credit Hours 8

BMK 1205	Internship I	V7
BMK 1206	Business Management Seminar I	1

## Third Semester Credit Hours 16

BMG 2204	Human Resource Management	3
BMK 1202	Principles of Retailing	2
BMK 1203	Advertising	2
BUS 2101	Business Law I <b>OR</b>	
	Real Estate Elective	3
ENG 1111	Composition I <sup>1</sup> <b>OR</b>	
	English Gen Ed Elective <sup>1</sup>	3
	Math, Science, or Communications Gen Ed Elective <sup>1</sup>	3

## Fourth Semester Credit Hours 11

BMK 2205	Internship II**	V7
BMK 2206	Business Management Seminar II**	1
EDU 1108	Standard First Aid	2
GEN 2297	Employment Skills <sup>1</sup>	V1

## Total Credit Hours 67

<sup>1</sup>General Education Hours (17)

\*Course must satisfy the IECC human diversity requirement.

Given the variable for BMK 1205 and BMK 2205 from four to seven (4-7) credit hours, if the student performs either of these internships at less than seven (7) credits, the remaining hours are to be made up in electives.

\*\*BMK 1207 may be substituted for BMK 2206 and up to four (4) hours of BMK 2205.

Any ENG, LSC, MTH, or SPE courses are acceptable electives.

Math, Science, or Communications Gen Ed Elective: Any Gen Ed course.