

Marketing Management Associate in Applied Science Major Code A017

Program Description

The Associate in Applied Science degree in Marketing Management, offered at North and A. Hugh Adams Central Campuses, emphasizes the development of management and leadership skills needed in marketing occupations such as advertising, selling, entrepreneurship, and international business. Students have the opportunity to participate in both state and national marketing competitions through membership in BC Delta Epsilon Chi.

For additional information contact the Program Manager, A. Hugh Adams Central Campus, 954-201-6710, or North Campus, 954-201-2363. Student Alert: Students need to be aware that some courses are only offered once per year.

First Year Term I

MAR 1011	Principles of Marketing	3
MKA 1021	Salesmanship	3
MKA 1930	Seminar I: Marketing in Perspective	3
OST 2335	Communications in the Workforce	3
	Business Elective	3
	Total Term Semester Hours	15

First Year Term II

MKA 1511	Advertising	3
MAR 2141	International Marketing	3
MNA 1161	Introduction to Customer Service	3
MKA 2042	Retailing	3
MKA 2931	Seminar II: Research in Marketing	3
	Total Term Semester Hours	15

First Year Term III, Session II

*ENC 1101	Composition I	3
HSC 1101C	Introduction to Healthful Living	1
	Total Term Semester Hours	4

Second Year Term I

MKA 2932	Seminar III: Marketing Management	3
	Business Elective	3
	Elective Humanities/Fine Arts	3
ECO 2013	Principles of Economics I	3
ACG 2001	Principles of Accounting I	3
	Total Term Semester Hours	15

Second Year Term II

*MTB 1310	Applied Mathematics	3
**CGS 1060C	Computer and Internet Literacy	3
	Business Elective	3
SPC 1600	Public Speaking or	
SPC 1024	Intro to Speech Communication	3
	Business Elective	3
	Total Term Semester Hours	15
	Total Program Semester Hours	64

*Requires a pre- or co-requisite or proper score on placement test. See course description in this catalog or online at www.broward.edu.

**CGS1060C must be completed within the first 15 hours of Broward College coursework.

It is strongly recommended that students see an academic advisor or counselor every term.

Business Electives are satisfied by taking four (4) of the following courses: GEB 2112, MNA 1821C, MTB 1103, BUL 2241, MAN 2604, FIN 2051, MAN 2021, MNA 1134, or MKA 2949.

Students who test into college preparatory courses must successfully complete all required college preparatory courses to qualify for graduation.