

Marketing

The Marketing curriculum introduces students to the theory behind marketing practices and techniques.

The program provides the student with the basics of accounting, economics and management techniques as a foundation for dealing with the creativity and insight necessary to become an effective marketer. Students receive training for possible employment at the entry level for a range of marketing positions including sales, sales promotion, advertising, distribution and marketing research.

PROGRAM ENTRY REQUIREMENTS:

This program is open to all interested students. However, all new students are normally required to take the College's placement tests at their time of entry.

Students who are identified as needing developmental course work must satisfactorily complete the appropriate English and mathematics courses as a part of their degree program.

PROGRAM OF STUDY AND GRADUATION REQUIREMENTS:

A minimum of 63 credits and a grade point average of 2.0 are required for graduation with an Associate in Applied Science (A.A.S.) degree in Marketing.

Recommended Course Sequence	Course Number and Name	Prerequisite or Corequisite	Credits
Program Core Courses - Marketing			
1	MNGT 121 - Introduction to Business		3
2	MNGT 111 - Business Mathematics	MATH 017	3
4	MNGT 142 - Management Information Systems	MNGT 121	4
5	MKTG 135 - Retailing Principles and Management	MNGT 121 or MKTG 131, which may be taken concurrently	3
7	ECON 182 - Principles of Economics (Microeconomics)		3
8	MKTG 131 - Principles of Marketing	MNGT 121, which may be taken concurrently	3
10	ACCT 101 - Financial Accounting		4
11	ECON 181 - Principles of Economics (Macroeconomics)		3
13	MKTG 232 - Advertising and Sales Promotion	MKTG 131 or Dept. Head Approval	3
14	ECON 112 - Statistics I	MATH 118, or higher than MATH 118 on placement test	4
15	MNGT 141 - Principles of Management	MNGT 121	3
General Education Courses (See page 36 for information on disciplines which meet these requirements.)			
3	ENGL 101 - English Composition I		3
6	ENGL 102 - English Composition II	ENGL 101	3
12	PHYS 105, CHEM 101, BIOL 106, EASC 111, STS 101, MATH 161 or higher level		6/8
17	Social Science Elective ¹ (HIST 102, 103, 122 or 203)		3
18	Social Science Elective ¹ (ANTH, GEOG, POLS, PSYC OR SOC)		3
Directed Electives			
9	MNGT 261 - Introduction to the Legal System or MNGT 262 - Business Law		3
16	MKTG 237 - Creative Selling or MKTG 238 - Marketing and Management Problems	MNGT 121 MNGT 141, MKTG 131	3
19	Business Elective ¹ (IB 101, 105, 225, MNGT 247, or MKTG 234)		3

Total to Graduate: 63 credits minimum

¹Social Science, Management, Math/Science and Business electives listed are recommended. They may be substituted with similar or related courses with permission of the Department Head.

For More Information Contact:

The Division of Business and Technology, Room C1-9, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone 215-496-6164; or the College Information Center, 215-751-8010.