# Business Administration - Marketing

## Associate in Applied Science Degree (A.A.S.)

## Course Requirements

<table>
<thead>
<tr>
<th>MAJOR COURSES</th>
<th>Qtr. hrs. credit</th>
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</thead>
<tbody>
<tr>
<td><strong>MKT220 Principles of Marketing</strong></td>
<td>4</td>
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<tr>
<td>Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with introduction to marketing research and consumer behavior.</td>
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<tr>
<td><strong>MKT233 Integrated Marketing Communications</strong></td>
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<tr>
<td>Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.</td>
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<tr>
<td>Prerequisite: MKT220</td>
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<tr>
<td><strong>MKT241 Consumer Behavior</strong></td>
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<tr>
<td>Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.</td>
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<tr>
<td>Prerequisite: MKT220</td>
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<tr>
<td><strong>MKT245 Professional Selling and Sales Management</strong></td>
<td>4</td>
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Provides students with an understanding of the principles and techniques necessary to sell a product, service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

**IBS230 International Marketing**

An introduction to the various concepts of marketing in an international setting. Addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies.

Prerequisites: IBS201, MKT220

**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers**

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**BUS100 Business Organization and Management**

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar**

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation
to Berkeley College’s computer framework, which includes content collection and compiling a professional e-portfolio.

**BUS231 Business Law I**

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS250 Computer Applications in Business**

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS293 Internship**

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**CIS115 Computer Applications**

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College’s computer framework, which includes Blackboard, content collection, and portfolio development.

| Multimedia and Business Presentations/Advanced Spreadsheets/Advanced Database Elective | 2 |
LIBERAL ARTS COURSES

ENG105 Expository Writing 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

ENG106 Writing Through Literature 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

ENG115 Public Speaking 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG105

SOC225 Psychology 4

An introduction to the basic principles of psychology and their direct application to the understanding of human behavior. Topics include human development, learning, memory, thinking, intelligence, creativity, motivation, emotion, adjustment, perception, abnormal behavior, and therapy.

Macroeconomics/Microeconomics Elective 4

General Education Core Humanities Elective 4
General Education Core Mathematics/Science Elective 4
General Education Core Social Science Elective 4
FREE ELECTIVES 12

90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

Program Statistics - New Jersey
Program Statistics - New York