

Student Name: _____

SID: _____

 Courses may be subject to prerequisites and minimum grade requirements. Check online at www.bellevuecollege.edu/classes/All/

| PROGRAM REQUIREMENTS | | | REQUESTED SUBSTITUTION/TRANSFER CREDIT (if applicable) | | | | | |
|---|--|-----------|---|--------|---------|-------|---------|------|
| Course | Course Title | Credits | College/University | Course | Credits | Grade | Quarter | Year |
| CORE COURSEWORK | | | | | | | | |
| BTS 147 | Presentation Applications | 3 | | | | | | |
| BTS 161 | Business Software Essentials | 5 | | | | | | |
| BUS& 101 | Introduction to Business | 5 | | | | | | |
| BUS 120 | Organizational Behavior | 5 | | | | | | |
| BUS& 201 | Business Law | 5 | | | | | | |
| CMST& 220 | Public Speaking | 5 | | | | | | |
| ENGL& 101 | English Composition I | 5 | | | | | | |
| MKTG 131 | Principles of Professional Selling | 5 | | | | | | |
| MKTG 154 | Principles of Marketing | 5 | | | | | | |
| MKTG 200 | International Marketing | 5 | | | | | | |
| MKTG 210 | Business Research | 5 | | | | | | |
| MKTG 234 | Advertising | 5 | | | | | | |
| MKTG 240 | eMarketing | 5 | | | | | | |
| MKTG 271 | Consumer Behavior | 5 | | | | | | |
| Choose 5 Credits from the following | | 5 | | | | | | |
| BUS 145 | Business Math (5 Cr) | | | | | | | |
| ACCT 101 | Practical Accounting I (5 Cr) | | | | | | | |
| ACCT& 201 | Principles of Accounting I (5 Cr) | | | | | | | |
| Choose 5 Credits from the following | | 5 | | | | | | |
| BUS 241 | Multicultural Business Consulting (5 Cr) | | | | | | | |
| BUS 250 | Entrepreneurship (5 Cr) | | | | | | | |
| CES 241 | Multicultural Business Consulting (5 Cr) | | | | | | | |
| MKTG 292 | Marketing Internship (1-5 Cr) | | | | | | | |
| Science Lab elective | | 6 | | | | | | |
| Six or more credits from BUS/MKTG/IBIT | | 6 | | | | | | |
| Suggested electives: Any business division course not listed above with approval of advisor or program chair. | | | | | | | | |
| TOTAL | | 90 | | | | | | |

Please complete this form prior to meeting with the Program Chair for signature. Completed form must be submitted to the Evaluations/Graduation Office when applying for graduation.

Program Chair: _____

Date: _____

Marketing Management 2014-2015 Associate in Arts (continued)

DEGREE REQUIREMENTS

Must earn a cumulative GPA of 2.00 in all coursework taken at BC, and in all courses applied to the degree. A minimum of 30 credits of the total must be completed at BC.

TRANSFER CREDITS

For credits from other institutions, meet with a faculty advisor or curriculum advisor for an initial unofficial transcript review.

For an official review, submit a Petition for Exception to Degree or Certificate Requirements and an official transcript(s) in the prior institution(s) sealed envelope to the Program Chair.

Petition: <http://bellevuecollege.edu/services/>
Program chairs:
www.bellevuecollege.edu/classes/all/

NON-TRADITIONAL CREDITS

BC awards non-traditional credit for prior learning. Credit may be awarded for work completed in private study, at non-accredited institutions, or for certificate/training. Credit is awarded through examination, evaluation of certification/training, or submission of portfolio or other form of assessment. To apply for the credits, students must be registered at the college for the quarter in which non-traditional credits are requested and have completed ten quarter credit hours at the college.

For more information, go to <http://bellevuecollege.edu/enrollment/academic/nontraditional/>

STAYING ON TRACK

Use Degree Audit to track your progress toward completion of this degree at bellevuecollege.edu/degreeaudit

Please refer to <http://bellevuecollege.edu/programs/degrees/> for latest degree updates and further information.

GRADUATION APPLICATION

Students must apply for graduation. Submit your graduation application form two quarters prior to the expected graduation date and pay the application fee.

Application deadlines:

- Fall: June 1
- Winter: October 10
- Spring: December 10
- Summer: March 15

PROGRAM CONTACT INFORMATION

www.bellevuecollege.edu/classes/all/

Marketing Management

DESCRIPTION

The Associate of Arts in Marketing Management provides a core of business skills along with specific training in marketing management for employment in sales, customer service, advertising, promotion, and other marketing functions and activities. Students complete course work that emphasizes advertising, marketing segmentation and strategies, branding and product/service development, sales management evaluation, marketing communication, pricing, promotion, distribution, market research, e-marketing, analyzing marketing data, consumer behavior, social media marketing, and international marketing. Career paths include marketing manager, advertising sales agent, market researcher, market analyst and e-marketing specialist. Certificates of Accomplishment or Achievement in Sales and Marketing and Retail Management may be applied to this degree.

Learning Outcomes

Degree recipients should possess the skills and abilities described below:

- Explain and apply the marketing functions of product/service planning, pricing, distribution, and promotion for both domestic and international marketing situations
- Identify and apply the principles of client relations; explain how they apply in building client and customer partnerships
- Identify and apply the principles of retailing and e-marketing principles within the marketing function of a business
- Describe and understand the legal environment in which business and marketing is conducted and basic legal concepts that apply to business organizations and the marketing function
- Demonstrate the ability to engage in media planning strategies, marketing and advertising strategies for business advertising campaigns
- Perform basic business calculations and create budgets for managing expenses
- Apply critical thinking skills to perform marketing research and analyze information
- Communicate marketing concepts effectively both written and orally in clear concise language appropriate to the audience including business presentation skills
- Work an effective team member and leader to develop a marketing plan and reach specific marketing goals
- Demonstrate an understanding of contemporary human relations/ organizational behavior in terms of concepts, processes, and models and the issues, advantages, and challenges related to diversity in business organizations
- Identify the issues and challenges related to ethics in current business organizations and in the marketing function, and identify ethical dilemmas in the business setting
- Identify the issues, advantages, and challenges related to diversity in a global workforce