

Business Administration/Marketing and Retailing (A2512F)

Official Program Description registered with the NC Community College System:

Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing.

Course work includes: marketing, retailing, merchandising, selling, advertising, computer technology, and management.

Graduates should qualify for marketing positions within manufacturing, retailing, and service organizations.

Program Learning Outcomes

The Associate of Applied Science Degree in Business Administration with a concentration in Marketing and Retailing is designed to prepare students for employment and careers in today's global and technology-based economy. Graduates of this program will develop skills in decision-making, communication, and technical applications.

Graduates of this program will:

- Apply basic business, social, and ethical strategies for effectively managing and operating a business enterprise in a global and technology-based economy.
- Demonstrate an understanding of basic business law, its practices and principles, and the legal environment in which business operates.
- Demonstrate the ability to use a personal computer in the workplace and have a basic understanding of computer hardware, software applications, Internet, and operating systems.
- Apply mathematical concepts and methods to understand, analyze, and to solve mathematical problems necessary to perform job-related tasks.
- Apply general accounting principles and practices that are necessary for recording, sorting, summarizing, and reporting financial data related to business transactions and decision-making.
- Apply basic principles, practices, strategies, and tactics in marketing, advertising and sales promotion, retail management, and the use of marketing research tools and techniques used for data collection in today's business environment.
- Demonstrate effective visual merchandising techniques and concepts that are required in store layout and design, displays, inventory control, merchandise handling, promotional activities, and customer service.
- Apply basic economic principles and concepts, monetary theories, supply and demand models, and international trade policies to individual and business situations.
- Communicate information effectively in today's technology-oriented business environment using written, spoken, and/or visual methods.
- Demonstrate interpersonal skills that reflect an understanding of diversity and the need for teamwork.

Degree Awarded

The Associate in Applied Science Degree - Business Administration/Marketing and Retailing is awarded by the College upon completion of this program.

For More Information

The Business Administration/Marketing and Retailing program is in the Business and Computer Technologies Division. For more information, call (919) 735-5151, ext. 6873. On the Internet, send e-mail to awsullivan@waynecc.edu or visit us at our web site at <http://www.waynecc.edu>

waynecc.edu.

Admissions

- A high school diploma or equivalent is required.
- A placement test in English, mathematics, reading, and computer skills is required to determine the entry-level courses that match individual needs.

First Step To Enroll:

Call the Admissions and Records Office at (919) 735-5151, ext. 6720.

		Contact Hours	Semester Credit Hours
FIRST SEMESTER			
ACA	111	College Student Success.....	1 1
BUS	110	Introduction to Business	3 3
CIS	110	Introduction to Computers	4 3
ENG	111	Expository Writing	3 3
MKT	120	Principles of Marketing	3 3
		Social/Behavioral Science	
		Elective	3 3
			16
SECOND SEMESTER			
BUS	115	Business Law I.....	3 3
BUS	135	Principles of Supervision	3 3
COE	110	World of Work	1 1
ENG	114	Professional Research and Reporting	3 3
MKT	123	Fundamentals of Selling	3 3
MKT	125	Buying - Merchandising	3 3
			16
THIRD SEMESTER			
ACC	120	Principles of Financial Accounting	5 4
BUS	260	Business Communication	3 3
MAT	115	Mathematical Models.....	4 3
MKT	122	Visual Merchandising.....	3 3
MKT	226	Retail Applications	3 3
			16
FOURTH SEMESTER			
BUS	137	Principles of Management	3 3
ECO	252	Macroeconomics.....	3 3
MKT	220	Advertising and Sales Promotion	3 3
		Contact Hours	Semester Credit Hours
MKT	225	Marketing Research.....	3 3
		Humanities/Fine Arts Elective..	3 3
		Professional Elective	- 3
			18
Total Credit Hours			66
*Select 3 semester hours of Professional Electives from the courses below:			
• COE 111 and COE 122 or 112 and COE 121 must be completed in sequence in order to meet the Cooperative Education Work Experience Elective requirement.			
• A minimum of 3 semester hours of Cooperative Education Work Experience must be completed.			
BUS	225	Business Finance	4 3
COE	111	Co-op Work Experience I.....	10 1

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COE 112	Co-op Work Experience I.....	20	2
COE 121	Co-op Work Experience II.....	10	1
COE 122	Co-op Work Experience II.....	20	2
COE 131	Co-op Work Experience III.....	10	1