

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. 341. On the Internet, send e-mail to deakle@waynecc.edu or visit us at our web site at <http://www.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. 238.

	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		
BUS 137 Principles of Management	3	3
BUS 260 Business Communication	3	3
MAT 115 Mathematical Models.....	4	3
MKT 122 Visual Merchandising.....	3	3
MKT 226 Retail Applications	3	3
*Co-op Work Experience	1	2
		16-17
FOURTH SEMESTER		
ACC 120 Principles of Financial Accounting	5	4
ECO 252 Macroeconomics.....	3	3
MKT 220 Advertising and Sales Promotion	3	3
MKT 225 Marketing Research.....	3	3
Humanities/Fine Arts Elective ..	3	3
*Co-op Work Experience	1	2
		17-18
Total Credit Hours		65-67

*Select 3-semester hours of Cooperative Work Experience 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.

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