

MARKETING/ MANAGEMENT

ASSOCIATE IN APPLIED SCIENCE DEGREE PROGRAM

Businesses and well-trained workers are the lifeblood of any economy. Employees with strong interpersonal and technology skills are in demand now more than ever. Our Marketing and Management degree will allow you hone your creative and leadership abilities, while exploring the latest innovations in the world of business. Whether you want to enter the workplace immediately, or pursue further education in the fields of Marketing & Management, our program will have you ready to begin contributing on day one.

Accredited by the Association of Collegiate Business Schools and Programs, 7007 College Boulevard, Suite 240, Overland Park, KS 66211

"When I entered KVCC's Business program, I was not sure what 'business' was even about. Now I want to learn even more. The world is complicated and interesting, and business is everywhere. I plan to get my 4-year degree next, and then I will have the knowledge to open my own business with confidence."



Strategies to promote business



What Marketing/Management graduates do:

- Manage payroll
- Provide and assist tax services
- Manage and analyze budgets
- Attend four-year institutions
- Assist management in decision-making
- Develop business plans
- Design websites

Career Opportunities:

- Family businesses
- Service and entertainment industries
- Banks
- Manufacturing industries
- Government offices
- Education and training organizations
- Non-profit organizations

For further questions about this program, please contact: bus@kvcc.me.edu or go to: www.kvcc.me.edu/bus

MARKETING/MANAGEMENT

COURSE #	COURSE TITLE	CREDITS	PREREQUISITES (CO-REQUISITES)
Associate in Applied Science Degree			
<i>First Semester</i>			
__ __	ACC111 Principles of Accounting I	3	
__ __	BUS113* Marketing	3	
__ __	BUS116* Business Law	3	
__ __	CPT117 Software Applications I	3	Computer ACCUPLACER score of 76 or greater, CPT018, or permission of instructor
__ __	ENG101 College Composition	3	Min. Accuplacer writing score of 74
__ __	MAT117 College Algebra	3	High school algebra, min. Accuplacer algebra score of 75, or successful completion of MAT031
<i>Second Semester</i>			
__ __	ACC112 Principles of Accounting II	3	ACC111
__ __	BUS115* Principles of Management	3	
__ __	BUS119* Integrated Marketing Communications	3	
__ __	COM104 Introduction to Communication OR		
__ __	COM105 Interpersonal Communication	3	
__ __	MAT225 Math for Business and Economics	3	Minimum grade of "C" in MAT117
<i>Third Semester</i>			
__ __	ACC213 Federal Taxation	3	
__ __	ECO113 Principles of Economics I (Macro)	3	
__ __	ECO120* Investment Planning in Our Society	3	
__ __	ENG219 Business and Professional Writing	3	A grade of "C" or higher in ENG101 or ENG108
__ __	_____ Humanities Elective	3	
<i>Fourth Semester</i>			
__ __	BUS125* Introduction to E-Commerce	3	
__ __	BUS218* The Entrepreneur's Guide to Small Business Management	3	ACC112
__ __	BUS250* Virtual Office Simulation/Internship	3	Students must have completed 30 credits of their Business Administration option
__ __	ECO114 Principles of Economics II (Micro)	3	
__ __	_____ General Education Elective	3	
	Total Credits	63	

CRITERIA FOR GRADUATION

Students must complete 63 credits in the Marketing/Management degree and achieve a minimum grade of "C" in designated common and program core courses (*). Students must attain a final GPA of 2.0 or higher.

Revised: December 15, 2015