



Business Administration Marketing

Business Administration's concentration in Marketing is designed to meet the demands of government agencies, financial institutions, and business and industry, from small to large. The program helps students develop skills in advertising and sales, marketing research and applications, social media marketing, and customer service – as well as core business concepts. Students learn how to apply these concepts through the study of computer literacy, communication, team-building, and decision-making.



businessadmin.waketech.edu

Business Administration/Marketing AAS Degree A25120M (Includes Business Core and Marketing and Sales Certificates)

First Fall Semester		Credit Hours
BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management	3
ECO	<i>Social Sciences Elective (choose 3 credit hours)</i>	3
MKT 120	Principles of Marketing	3
CIS 111	Basic PC Literacy.....	2
ENG 111	Writing and Inquiry	3

First Spring Semester		Credit Hours
ACC 120	Principles of Financial Accounting	4
BUS 115	Business Law I	3
BUS 121	Business Math	3
MKT 220	Advertising & Sales Promotion	3
MKT 223	Customer Service.....	3

Eligible for Business Core Certificate C25120D

Second Fall Semester		Credit Hours
MKT 225	Marketing Research	3
MKT 227	Marketing Applications.....	3
MKT 232	Social Media Marketing	4
ENG 114	Professional Research & Reporting	3
MKT	Marketing Elective	3

Eligible for Marketing and Sales Certificate C25120MM

Second Spring Semester		Credit Hours
ACC 121	Principles of Managerial Accounting	4
BUS 116	Business Law II	3
BUS 139	Entrepreneurship I.....	3
HUM 115	Critical Thinking	3
MAT	Mathematics Elective (choose 3 credit hours)..	3
Graduation Requirements		65

Receive an AAS Degree

Electives

Social Sciences Elective

ECO 151	Survey of Economics.....	3
ECO 251	Principles of Microeconomics	3
ECO 252	Principles of Macroeconomics	3

Mathematics Elective

MAT 110	Mathematical Measurement & Literacy	3
MAT 143	Quantitative Literacy	3

Major Electives

BAS 120	Intro to Analytics	3
BUS 125	Personal Finance	3
BUS 151	People Skills	3
BUS 240	Business Ethics	3
BUS 245	Entrepreneurship II	3
WBL 111-113	Work-Based Learning I	1-3