



Marketing

Degree: Marketing Associate of Applied Science (AAS)
 Certificate: Marketing Level 1 (C1)



BUSINESS

Program Description: This is a two-year course of study that will provide detail knowledge and skills in the various functions of marketing and marketing management. The skills and knowledge will prepare the student to enter the work force and have the competencies and obtain mastery in the field of marketing. Course work includes both general marketing courses to establish a foundation of study and specialized courses that will allow the student to meet their individual career objectives. A graduate of this two-year program has the option of continuing his or her education and pursuing a four-year non-traditional occupational education degree (Bachelors of Applied Arts and Science) offered by a number of state universities.

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Department Website
 sites.austincc.edu/mkt

Students interested in transferring should always consult with their area of study advisor, counselor or faculty advisor, and/or with an advisor or articulation officer from their receiving institution to ensure they are taking the right courses to transfer to their intended university.

Final approval of the degree plan for graduation is provided by the Admissions Office. Application for graduation must be on file in the Admissions Office before the published deadline of the student's final semester. The ACC Catalog contains important information about graduation.

The Level 1 Certificate in Marketing is designed to meet the needs of the individuals in the community who desire skills and knowledge in marketing. All of the courses will aid these employees of all industries that are involved in all functions of marketing by allowing them to better understand how these marketing functions can affect the marketing process and how they are interrelated. All courses may be applied towards the Marketing Associate of Applied Science degree if the student at a later time desires to pursue an associate degree.

Use this Program Map to choose courses with your college advisor and track your progress towards milestones and completion of program.

Pre-Degree Requirements		
Program Specific	Reading and Writing Placement <i>Placements based on TSI</i>	Mathematics Placement <i>Placements based on TSI</i>
Level one certificate awards do not require TSI testing or placement.	<input type="checkbox"/> Basic Developmental Courses <input type="checkbox"/> ESOL Courses <input type="checkbox"/> INRW Courses	<input type="checkbox"/> NCBM and MATD courses paired with MATH courses <input type="checkbox"/> NCBM and MATD courses
<p><i>D=Degree</i> <i>C1=Level 1 Certificate</i></p> <p align="center">SEMESTER-BY-SEMESTER PROGRAM PLAN FOR FULL-TIME STUDENTS <i>Plans can be modified to fit the needs of part-time students by adding more semesters</i></p>		

C1	D	Semester 1	CR	Advising Notes
	●	EDUC 1300 - Effective Learning: Strategies for College Success	3	<u>Notes:</u> All first-time Austin Community College (ACC) students with fewer than 12 SCH of successful college credit must take the EDUC 1300 course in their first semester at ACC. All other students can choose a three credit hour course from the Component Area Option of the Core Curriculum Course List.
●	●	MRKG 1311 - Principles of Marketing	3	
●	●	MRKG 1302 - Principles of Retailing	3	
●	●	COMM 2327 - Principles of Advertising	3	
●	●	MRKG 1313 - Public Relations	3	
			15	Program Semester Hours / Meet with your advisor
		Semester 2		
●	●	MRKG 2348 - Marketing Research and Strategies	3	<u>Notes:</u> Capstone course. For Certificate (C1), may be taken in semester 1
●	●	MRKG 2333 - Principles of Selling	3	<u>Notes:</u> For Certificate (C1), may be taken in semester 1 ACHIEVEMENT: Level 1 Certificate in Marketing

●	ECON 2301 - Principles of Macroeconomics	3	
●	COSC 1301 - Introduction to Computing	3	
●	ENGL 1301 - English Composition I	3	<u>Prerequisite(s)</u> : TSI complete in reading and writing or exempt.
		15	Program Semester Hours / Meet with your advisor
Semester 3			
●	Mathematics	3	<u>Notes</u> : Select from the appropriate section of the Core Curriculum Course List.
●	ACCT 2301 - Principles of Accounting I - Financial	3	
●	BUSG 1304 - Financial Literacy	3	
●	ECON 2302 - Principles of Microeconomics	3	
●	MRKG 2371 - Consumer Behavior	3	
		15	Program Semester Hours / Meet with your advisor
Semester 4			
●	ACCT 2302 - Principles of Accounting II - Managerial	3	<u>Prerequisite(s)</u> : ACCT 2301.
●	Marketing Elective	3	<u>Notes</u> : Choose elective from Marketing courses: BUSI 1311, FSHD 1311, MRKG 1301, MRKG 1391, MRKG 2312, MRKG 2349, MRKG 2375; Finance courses: BUSA 1313, BUSG 1341; Computer Information Technology course: BCIS 1305; Management courses: BMGT 1327, HRPO 2301, HRPO 2307.
●	BUSG 1303 - Principles of Finance	3	
●	MRKG 2388 - Internship - Marketing/Marketing Management, General	3	<u>Notes</u> : Capstone course. <u>Prerequisite(s)</u> : Six hours of Marketing courses.
●	Language, Philosophy, and Culture OR Creative Arts	3	<u>Notes</u> : Select from the appropriate section of the Core Curriculum Course List. ACHIEVEMENT : Associate of Applied Science degree in Marketing
		15	Program Semester Hours
Total Program Hours		60	

Please always check online at catalog.austincc.edu or meet with your academic or program advisor to ensure that you are viewing the latest and most accurate information.

Career & Transfer Resources

ACC's Career & Transfer websites provide detailed, guided information on career exploration and transfer.

www.austincc.edu/career

www.austincc.edu/transfer

For further information regarding this specific program, please see the Career & Transfer Resources supplement provided in the next section of this Program Map.

Program Map

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Career & Transfer Resources Updated 11/16/18

Career Information

The data below are intended to be a guide and reference tool and represent local and regional employment information for occupations related to this program. This is not a guarantee of job placement in any of these occupations after successful completion of an ACC program.

Example positions available in Marketing include Advertising and Promotions Managers, Advertising Sales Agents, Marketing Managers, Sales Managers, Public Relations and Fundraising Managers.

Regional Labor Market Information:

Advertising and Promotions Managers: New workers generally start around \$26,391. Normal pay for Advertising and Promotions Managers is \$73,892 per year, while highly experienced workers can earn as much as \$170,722. Over the last year, 84 companies have posted 331 jobs for Advertising and Promotions Managers. There are currently 256 Advertising and Promotions Managers that are employed in Austin-Round Rock, TX.

Source: <https://austincc.emsicc.com/careers/advertising-and-promotions-manager>

For additional information, visit the following resources:

Advertising and Promotions Managers - <http://www.bls.gov/oes/current/oes112011.htm>

Advertising Sales Agents - <http://www.bls.gov/oes/current/oes413011.htm>

Marketing Managers - <http://www.bls.gov/oes/current/oes112021.htm>

Sales Managers - <http://www.bls.gov/oes/current/oes112022.htm>

Public Relations and Fundraising Managers - <http://www.bls.gov/oes/current/oes112031.htm>

Bureau of Labor Statistics

Career and labor market research tools (see Quick Reference Guide at <http://www.austincc.edu/career/>):

EMSI: <https://austincc.emsicc.com/>, Bureau of Labor Statistics: <http://www.bls.gov/ooh/>, O*NET: <https://www.onetonline.org/>

Career Resources: ACC's career services website provides information on career exploration and employment at <http://www.austincc.edu/career>. Students are encouraged to consult with their [area of study advisor](#) for additional career assistance. The above information is provided as a guide and reference tool for occupations related to this program. This is not a guarantee of job placement in any of these occupations after successful completion of an ACC program. The common job titles listed are representative titles and are provided for career research. These are not the only occupations possible in this area of study.

Transfer Information

The Associate of Applied Science (AAS) in Marketing prepares students to directly enter the workforce; however, a Bachelor of Applied Arts and Sciences (BAAS) is an excellent alternative to the BBA degree. These degrees apply non-transferable courses and work experience towards the degree. You still must meet general education requirements and take upper level courses.

Transfer Guides: *The universities listed here do not constitute an ACC endorsement. Transfer course evaluations and determination of which courses will count toward a bachelor's degree are made by the receiving transfer institution.*

Texas State University: <http://www.owls.txstate.edu/undergraduate-degrees/applied-arts-sciences.html>

Concordia University Texas: <http://www.concordia.edu/academics/college-of-business-and-communication/baas-in-business.html>

Tarleton State University: <http://www.tarleton.edu/degrees/bachelors/baas-business/>

Texas A&M University - Central Texas: <https://www.tamuct.edu/degrees/undergraduate/business-management.html>

Texas Tech University: https://www.depts.ttu.edu/universitystudies/prospective_students/baas.php

Additional Transfer Resources: ACC's transfer website provides information on additional colleges & universities:

<http://www.austincc.edu/transferguides>. Students are encouraged to consult with a faculty advisor, [area of study advisor](#), and/or their chosen transfer institution to ensure courses taken at ACC will apply toward their bachelor's degree program.