

BUSINESS: MARKETING+

HEGIS: 5004

SUNY CODE: 0633

The marketing program helps prepare students for a career in the fast-paced world of marketing. The program emphasizes marketing principles and existing practices. This career choice provides students with diverse career opportunities. This field is proving to be one of the fastest growing fields of employment opportunities. Graduates are prepared to:

- Perform various market research techniques
- Analyze and assess market information from research data
- Identify and analyze advertising techniques
- Understand the need to develop a marketing plan
- Understand electronic commerce

Career Opportunities/Transfer Information

Graduates find employment with marketing agencies, newspapers, trade journals, telephone companies, banks, computer industries, government and private industry. Specific titles may include: sales representative, marketing management trainee, market analyst and public relations employee. Early academic advisement will allow the student to transfer most credits into a four-year program.

		1st Year	
1st Semester	Credits	2nd Semester	Credits
BU 111 Business Organization & Management	3	BU 115 Accounting II	3
BU 114 Accounting I	4	BU 141 Introduction to Marketing	3
EN 111 English I	3	EN 112 English II	3
FS 100 Freshman Seminar	1	Liberal Arts Elective	3
IS 111 Keyboarding Essentials	1	Social Science Elective	3
Information Science Elective	3	Physical Education Activity	1
Science Elective	3		
	3		
	Total 18		Total 16

		2nd Year	
3rd Semester	Credits	4th Semester	Credits
BU 142 Marketing Research	3	BU 112 Business Communications	3
BU 222 Professional Selling	3	BU 143 Advertising	3
BU 232 Principles of Management	3	BU 245 Marketing Management	3
MA 127 Mathematical Statistics I	3	Business Elective*	3
SS 185 Introduction to Macroeconomics	3	Social Science Elective	3
Physical Education Activity	1		
	1		
	Total 16		Total 15

**65 Credits Required
for the
Associate in Applied Science Degree**

- Students may choose from: BU 121, BU 145, BU 203, BU 233 or BU 238.

+A student pursuing a degree in this program may, after consultation with an academic advisor, select course(s) to prepare for career or transfer plans.

For more information, contact the Business/Computer Division
at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8240.

This program is Internet accessible and may be completed entirely on-line.
For more information access HCCC Internet Academy website: www.ia.herkimer.edu

