

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

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. 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.

1st Semester		1st Year		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	First Year Student 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				
	Total		18		Total		16
		2nd Year					
3rd Semester		Credits		4th Semester		Credits	
BU 142	Marketing Research		3	BU 112	Business Communications		3
BU 225	Customer Service Management		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				
	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.

For more information, contact the Business, Health, Science and Technology Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8230/8240.

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