

Marketing

Program

The objective of the Business Program is to provide quality, up-to-date education for individuals who desire to enter, advance or update their skills, knowledge and abilities in the fields of business administration, marketing, human resources, accounting and office administration. All business majors are built on a blend of courses that stimulate critical thinking. These majors prepare students to enter or advance in today's demanding business environment. The majors in this area are designed to prepare students for challenging and rewarding positions in business, industry, education, government, health care and public service. Certificates provide an opportunity to secure expertise in special areas of concentration and the credits may be transferred to the more comprehensive business majors.

The **Marketing Major** is designed to provide a quality up-to-date education for individuals to enter, advance or improve their skills and knowledge in this expanding business field. Students study the application of advertising, sales promotion, sales techniques, digital marketing, customer service, public relations, and integrated marketing strategies. Students prepare for career positions as sales representatives, community relations managers, marketing specialists, customer service representatives, retail managers and other challenging career positions.

Technical Standards

While many of the skills and abilities required by these standards are expected to develop and/or improve during the course of training, all candidates seeking degrees within the Division of Business, Technology & Public Service must be able to perform essential skills/functions with or without reasonable accommodations. Prospective students with disabilities may want to pay careful attention to this information; if there are concerns, Accommodative Services can be contacted for assistance.

Curriculum

First Year

First Semester Hours

COM 1110	English Composition	3
ECN 1430	Micro Economics	3
CPT 1250	Computer Apps in the Workplace	3
MGT 1010	Principles of Management	3
MGT 1250	Team Building OR	
MGT 1260	Team Leadership	3
SDE 1010	First Year Experience	1
Term Hours		16

Second Semester

BUS 2100	Business Law	3
COM 2110	Public Speaking	3
PSY 1010	General Psychology OR	
SOC 1010	Sociology	3
MKT 1010	Principles of Marketing	3
MTH 1100	Math of Business ¹ OR	
MTH 1260	Statistics	3
Term Hours		15

Second Year

First Semester

ACC 1010	Corporate Accounting Principles	4
CPT 1580	Intro to Graphic Design and Layout	3
MKT 1600	Customer Relations and PR	3
MKT 2210	Comprehensive Sales Technique	3
AOT 2640	Spreadsheet Software and Apps	3
Term Hours		16

Second Semester

HST 1620	American History Since 1877	3
MGT 2000	Digital Marketing	3
MGT 2110	Advertising and Sales Promotion	3
MKT 2520	Special Studies in Marketing	2
MGT 2991	Practicum	1
MGT 2992	Seminar	1
Term Hours		13
Total Hours		60

¹ If planning to pursue a bachelor degree, choose from one of the TAG approved Math courses. See MTH courses in Course Description section of the College catalog.

✍ = Portfolio Course 🏠 = Capstone Course

Students may take courses through Distance Education or in traditional format. All online Marketing majors are required to have webcam and microphones.

Certificates






To be eligible for the following Business Program certificates, a student must have received a grade of “C” or better for each course required for the certificate and completed all required courses within four years of applying for the certificate.

Applications for these certificates can be obtained in the Office of the Dean of Business, Technology & Public Service. Please do not apply for a certificate until you have completed all required courses with a grade of “C” or better.

Prerequisites may be required for courses listed for each certificate. Please consult the course description section of this college catalog or see your advisor.



Marketing Certificate

The Marketing certificate provides students with the knowledge and skills needed for an entry level marketing position. The marketing certificate curriculum focuses on a broad variety of marketing skillsets including: customer relations, public relations, digital marketing, advertising, sales promotion, and sales techniques.

COM 1110 	English Composition	3
CPT 1250	Computer Applications in the Workplace	3
ECN 1430	Micro Economics	3
MGT 1010 	Principles of Management	3
MKT 1010 	Principles of Marketing	3
MKT 1600	Customer Relations PR	3
MKT 2000	Internet and Social Media Marketing	3
MKT 2110 	Digital Marketing	3
MKT 2210 	Advertising and Sales Promotion	3
MTH 1100	Math of Business OR	
MTH 1260	Statistics	3
Total Credit Hours		30

Digital Marketing Certificate

The digital marketing certificate provides students with the knowledge and skills needed for an entry level social media-related marketing position. The digital marketing certificate curriculum focuses on a broad variety of technical skill sets including: Digital Marketing, Social Media Technology, Mobile Marketing, Digital Analytics, Digital Image Editing and Video Editing.

MKT 1010 	Principles of Marketing	3
MKT 2000	Digital Marketing	3
MKT 2300	Social Media and Mobile Marketing	3
MKT 2350	Digital Marketing Analytics	3
AOT 1230 	Business English I OR	3
COM 1110	English Composition	
CPT 2650	Creating and Editing Digital Images	3
CPT 2700	Digital Video Editing	3
Total Credit Hours		21

 = Portfolio Course

 = Capstone Course

Accreditation

The Accounting, Business Administration, Marketing, and Human Resource majors are accredited by the Accreditation Council for Business Schools and Programs (ACBSP), 11520 West 119th Street, Overland Park, Kansas 66213.

Gainful Employment

See www.RhodesState.edu/GainfulEmployment for additional information.

For More Information, Contact:

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