

APPLIED MANAGEMENT & MARKETING AAS

The Applied Management & Marketing program prepares students for the rewarding challenges in management and marketing. Students are taught technical skills and best practices needed for success and advancement. The first year of the program concentrates on entry-level skills, attitudes, and knowledge. The second year emphasizes supervisory and management skills needed to manage various types of businesses and organizations as well as entrepreneurial skills to start their own business or organization. Classes utilize hands-on learning to create real-world experiences. Courses allow for part-time employment in career-related jobs. The Applied Management and Marketing program also provides a solid foundation for further education.

Upon completion of the Applied Management & Marketing Associates degree, students will:

- Develop a business plan
- Plan, organize, and communicate effectively through writing, listening and speaking
- Achieve both individual and team goals through planning and organization
- Supervise and manage daily operations in retailing
- Demonstrate understanding of sound business decisions, including financial, legal and ethical factors

Completion of a Technical Skills Assessment is required.

General Education Requirements

Code	Title	Credits
Written Communication		
Select one of the following:		3.00
ENGL-101	WRITING AND RHETORIC I	
Oral Communication		
Select one of the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
Mathematical Ways of Knowing		
Select one of the following:		3.00
MTHPT-130	FINITE MATHEMATICS	
MTHPT-137	MATH FOR TECHNOLOGY	
MTHPT-153	STATISTICAL REASONING	
MATH-123	MATH IN MODERN SOCIETY	
MATH-143	COLLEGE ALGEBRA	
MATH-130	FINITE MATHEMATICS	
MATH-147	COLLEGE ALGEBRA AND TRIGONOMETRY	
MATH-153	STATISTICAL REASONING	
MATH-170	CALCULUS I	
MATH-253	STATISTICAL METHODS FOR THE SCIENCES	
MATH-257	MATHEMATICS FOR ELEMENTARY TEACHERS II	
Social & Behavioral Ways of Knowing		
Select two of the following:		6.00
ECON-201	PRINCIPLES OF MACROECONOMICS	
or ECON-202	PRINCIPLES OF MICROECONOMICS	
HRPT-184	DIVERSITY IN ORGANIZATIONS	
or HRPT-185	HUMAN RELATIONS IN ORGANIZATIONS	
Total Credits		15.00

Program Requirements

Code	Title	Credits
ACCPT-214	COMPUTERIZED ACCOUNTING	3.00
ACCPT/AC-231	PRINCIPLES OF ACCOUNTING I	3.00

GNBPT-110	BUSINESS COMPUTER SKILLS	3.00
GNBPT-112	EXCEL	3.00
GNBPT-202	FINANCIAL BUSINESS APPLICATIONS	3.00
LAWPT-265	BUSINESS LAW I	3.00
MGTPT-101	INTRODUCTION TO BUSINESS	3.00
MGTPT-194	INTERNSHIP IN MANAGEMENT	3.00
MGTPT-205	SMALL BUSINESS MANAGEMENT	3.00
MGTPT-220	SUPERVISION	3.00
MGTPT-270	BUSINESS ETHICS	3.00
MGTPT-275	INTRO HUMAN RESOURCE MANAGEMENT	3.00
MKTPT-130	INTRODUCTION TO MARKETING	3.00
MKTPT-207	RETAILING	3.00
MKTPT-235	CAREER SKILLS	3.00
Completion of a Technical Skills Assessment is required		
Total Credits		45.00

Sequential Plan of Study

Course	Title	Credits
First Year		
Fall		
CORE	Mathematical Ways of Knowing	4.00
ENGL-101	WRITING AND RHETORIC I	3.00
GNBPT-110	BUSINESS COMPUTER SKILLS	3.00
MGTPT-101	INTRODUCTION TO BUSINESS	3.00
MKTPT-130	INTRODUCTION TO MARKETING	3.00
	Credits	16.00
Spring		
CORE	Oral Communication	3.00
GNBPT-112	EXCEL	3.00
GNBPT-202	FINANCIAL BUSINESS APPLICATIONS	3.00
MKTPT-207	RETAILING	3.00
Program Requirement	Select ECON-201, ECON-202, HRPT-184 or HRPT-185	3.00
	Credits	15.00
Second Year		
Fall		
MGTPT-194A	INTERNSHIP IN MANAGEMENT I	3.00
MGTPT-205	SMALL BUSINESS MANAGEMENT	3.00
MGTPT-270	BUSINESS ETHICS	3.00
MGTPT-275	INTRO HUMAN RESOURCE MANAGEMENT	3.00
Program Requirement	Select ECON-201, ECON-202, HRPT-184 or HRPT-185	3.00
	Credits	15.00
Spring		
ACCPT-214	COMPUTERIZED ACCOUNTING	3.00
ACCPT-231	PRINCIPLES OF ACCOUNTING I	3.00
MGTPT-220	SUPERVISION	3.00
MKTPT-235	CAREER SKILLS	3.00
LAWPT-265	BUSINESS LAW I	3.00
	Credits	15.00
	Total Credits	61.00

While the career opportunities are endless, an AAS in Applied Management and Marketing prepares for the choices including:

- Entrepreneurship
- Marketing Management
- Operations Supervision
- Sales Management

Check out the U.S. Bureau of Labor Statistics website for more information about the potential careers above.