

# Marketing and Management, A.A.S.

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Merchandising, marketing and management-related fields have recently experienced tremendous growth and expansion in Johnson County. Surveys indicate that few other areas offer greater opportunity to qualified people. In fact, employment of people in this field is expected to increase faster than the average for all occupations nationwide.

JCCC's marketing and management program prepares you for jobs in this field. Graduates of JCCC's program are ready for entry-level management or sales positions in retail, wholesale or manufacturing and marketing services.

Through marketing and management courses and in the capstone course, you learn the latest in business and consumer marketing trends. You also learn the importance of good customer service and the skills needed to deliver that service. The curriculum reflects current industry standards, including an emphasis on eMarketing, interpersonal communications and consumer behavior.

The marketing skills taught are immediately applicable to your job and career. You also can take your work experiences back to the classroom for analysis and a greater understanding of the problems businesses face. You acquire basic merchandising business information and learn how to work with people. By integrating coursework and on-the-job experience, you are given the knowledge, skills and attitudes necessary to reach your career objectives.

(Major Code 2620; State CIP Code 52.1401)

- Marketing and Management (<http://www.jccc.edu/marketing-and-management>)

## Associate of Applied Science Degree

### First Semester

MKT 134	Professional Selling	3
ENGL 121	Composition I*	3
MATH 120	Business Mathematics*	3
BUS 121	Introduction to Business	3
MKT 230	Marketing	3
Total Hours		15

### Second Semester

MKT 121	Retail Management	3
MKT 202	Consumer Behavior	3
BUS 150	Business Communications*	3
BUS 141	Principles of Management	3
MKT 240	Advertising and Promotion	3
MKT 284	Marketing and Management Internship I	1
Total Hours		16

### Third Semester

MKT 205	eMarketing	3
ECON 132	Survey of Economics	3
or ECON 230	Economics I	
ACCT 111	Small Business Accounting	3
or ACCT 121	Accounting I	
HUM 122	Introduction to Humanities	3
MKT 286	Marketing and Management Internship II*	1
Select one of the following:		4
CIS 124	Introduction to Computer Concepts and Applications (and a 1-hour CPCA/CDTP elective - not including CPCA 105 or CPCA 106)	
CPCA/CDTP electives (4)		
Total Hours		17

## Fourth Semester

MKT 221	Sales Management*	3
MKT 290	Capstone: Marketing and Management Case Studies*	3
BUS 261	Business Law I*	3
HIST 141	U.S. History Since 1877	3
MKT 234	Services Marketing*	3
Health and/or Physical Education Elective ^		1
Total Hours		16

^ Health and/or Physical Education Elective (<http://catalog.jccc.edu/spring/degrecertificates/electives/health-and-or-physical-ed-aas>)

**Total Program Hours: 64**