

MARKETING MANAGEMENT- GENERAL TRANSFER OPTION – B037

A.S. in Marketing Management

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COURSE TITLE	COURSE NUMBER	PREREQUISITES	CREDITS	SEMESTER TAKEN	GRADE
<b>GENERAL EDUCATION REQUIREMENTS</b>			<b>29-31</b>		
Language and Literature I	ENG 101	Appropriate score on Placement Tests, or C- or better in ENG 097 and ENG 098, or C- or better in ENG 096 or ENG 099	3		
Language and Literature II	ENG 102	ENG 101	3		
Macroeconomics	ECN 101	ECN 100 with a grade of C- or better or eligible for MTH 095	3		
Microeconomics	ECN 102	ECN 100 with a grade of C- or eligible for MTH 095	3		
Social Science Elective (B)			3		
Laboratory Science (D)			4		
Laboratory Science (D)			4		
MTH Elective (D)			3-4		
MTH Elective (D)			3-4		
<b>PROGRAM REQUIREMENTS</b>			<b>31-32</b>		
Principles of Accounting I	ACC 111	Eligibility for MTH 085	4		
Principles of Accounting II	ACC 112	ACC 111	4		
Professional Etiquette	BUS 112		1		
Money Management	BUS 114	Eligibility for MTH 085	1		
Computer Applications <b>or</b> Computer Concepts w/Applications	BUS 115 CSI 111	Eligibility for ENG 101	3-4		
Introduction to Electronic Media (C)	COM 111		3		
Business Law	LAW 211		3		
Principles of Management	MGT 230		3		
Principles of Retailing	MKT 110		3		
Principles of Advertising	MKT 226		3		
Principles of Marketing	MKT 240		3		
<b>PROGRAM ELECTIVES</b>			<b>6</b>		
Humanities Electives (C) <b>or</b> Business Electives <sup>1</sup>			3		
Humanities Electives (C) <b>or</b> Business Electives <sup>1</sup>			3		
<b>Total Credits</b>			<b>66-69</b>		

**PROGRAM OVERVIEW**

Upon graduating from, students will be able to interpret accounting data and analyze financial statements, apply the marketing concept, define traditional functions of management and their contribution to strategic planning, and define and execute the principles of retailing, advertising, and customer service/sales.

NOTES:

<sup>1</sup> Business Electives should begin with the following prefix: ACC, BUS, CSI, HCA, LAW, MGT, MKT, SEC, SPO

Students transferring to the Isenberg School of Management at the University of Massachusetts Amherst, or to a business program at Westfield State University should choose Business Administration MASS Transfer as their major.

Depending on the course selection 80% of this program can be completed online. Go to <http://webtide.hccdl.org> for further information.