



BUSINESS MARKETING

PROGRAM DETAILS

Program Description

The Associate's Degree in Business Marketing offered at Atlantis University prepares students for employment in any of the numerous industries that rely on effective marketing capabilities in order to remain profitable. With an eye to future educational possibilities, the program is also structured so that – in two years or less – students can earn their diploma, and then apply all of associated course credits towards a related Bachelor's of Science degree at Atlantis.

When a student successfully completes the Associate's in Business Marketing at AU, he or she graduates with a wealth of marketing knowledge, training, and practical experiences. Given the public relations component of the program, many public relations principles and techniques will have been explored as well. Furthermore, the student will have also gained an educational background in accounting, human resources, leadership, management, administration, and a variety of industry-based computer applications.

Program Objectives

1. Provide students with a grounding in the fundamentals of business and marketing.
2. Heighten student sensitivity to cultural diversity so that they can negotiate more diplomatically and effectively in the global marketplace.
3. Exercise the analytical and critical thinking processes of students so that they can make effective business decisions.
4. Ensure that students have the core educational background needed to qualify for employment in marketing, government, or industries in which a range of more general business skills are needed.

ASSOCIATE OF SCIENCE DEGREE

Business Marketing

ASSOCIATE'S DEGREE CREDITS (60 Credits required) – Transferrable
FIRST YEAR COURSES (30 Credits Required)

| Course Number | Course Title | Credits | Pre-Requisites |
|---|---|---------|----------------|
| General Education Requirements - 9 Credits Required | | | |
| Oral Communications ENGL 100 | Language and Speech Communications | 3.0 | |
| Humanities PHIL 102 | Legal and Ethical Issues | 3.0 | |
| Mathematics MATH 102 | College Algebra | 3.0 | |
| Major Course Requirements – 15 Credits Required | | | |
| ACCTG 110 | Accounting I | 3.0 | |
| CIT 100 | Introduction to Computers | 3.0 | |
| BUS 101 | Introduction to Business | 3.0 | |
| BUS 102 | Business Administration and Management | 3.0 | |
| MRKT 101 | Principles of Marketing | 3.0 | |
| Electives - 6 Credits Required (Select from the following courses) | | | |
| BUS 108 | Administration of Sales and Inventories | 3.0 | |
| CIT 103 | Information Systems I | 3.0 | |
| CIT 111 | Introduction to Information Technology | 3.0 | |
| EMPL 101 | Employment Skills | 3.0 | |

SECOND YEAR COURSES (30 Credits Required)

| Course Number | Course Title | Credits | Pre-Requisites |
|---|--|---------|-------------------|
| General Education Requirements - 6 Credits Required | | | |
| Communications ENGL 200 | English Composition I | 3.0 | 2nd Year Standing |
| Behavioral Science PSY 201 | Psychology | 3.0 | 2nd Year Standing |
| Major Course Requirements – 18 Credits Required | | | |
| ECON 202 | Principles of Economics (Microeconomics) | 3.0 | 2nd Year Standing |
| MRKT 200 | Marketing II | 3.0 | MRKT 101 |
| MRKT 202 | Marketing Strategies | 3.0 | MRKT 101 + BUS |
| MRKT 205 | Consumer Behavior | 3.0 | MRKT 101 |
| MRKT 207 | Market Research | 3.0 | MRKT 101 |
| MRKT 207 | Principles of Adv. & Public Relations | 3.0 | MRKT 101 |
| Electives - 6 Credits Required (Select from the following courses) | | | |
| BUS 204 | Project Management and Budgeting | 3.0 | ACCTG 110 |
| IB 203 | Fundamentals of Foreign Trade | 3.0 | ECON 202 |
| STAT 200 | Statistics | 3.0 | MATH 102 |

★ ASSOCIATE OF SCIENCE DEGREE

1) Admission Requirements

As required by the Commission for Independent Education, students pursuing an Associate of Science Degree Program at ATLANTIS UNIVERSITY must successfully complete a minimum of 60 semester credit hours. The total credit hours for the Associate of Science Degree include: 15 credit hours (mandatory) of prescribed general education courses, and 45 credit hours of prescribed major courses (including 12 credits of Elective Courses).

1. Must be 18 years or older or have written permission from a parent or legal guardian.
2. Complete enrollment agreement for associate degree.
3. Complete in-person interview.
4. Provide a copy of their high school diploma or GED or similar and translated document if they completed secondary education in another country. Documents from non-English speaking countries must be translated into English.
5. Provide official transcript from other licensed or approved postsecondary schools if seeking transfer credit. Documents must be translated into English.
6. Evidence of English proficiency is required if a student's primary language is not English. The applicant must take the Test of English as a Foreign Language (TOEFL). A minimum TOEFL score of 500 must be achieved on the written format or 173 on the computer version. TOEFL scores will be sent from ETS/TOEFL to the campus at the request of the student. Fees for having test scores sent to the campus by the TOEFL testing office range from \$17 to \$29 and are paid for by the student. The institution will assist students in expediting this process. Also, the institution maintains a list of Prometric centers/ testing sites where the TOEFL is administered in the area. Please see the admissions department for more information.
7. Official transcripts and any other documentation must be forwarded directly to the University by the granting institution.