



## MARKETING AND PUBLIC RELATIONS

### PROGRAM DETAILS

#### Program Description

If your goal is to be a leader in global business, AU's Bachelor's of Science in International Business will give you the educational foundation and training that is necessary for success. Our program teaches you to recognize global differences, and then strategically respond to them with a sensitivity to cultural diversity a critical ingredient when communicating, negotiating, and handling legal matters in the international business arena. Ultimately, once you have earned your diploma from the AU Business School, you will possess the know-how to expand businesses of all sorts across national and international borders.

AU's International Business Concentration teaches the theory and practice of modern business organizations in the context of current global-economic, political, and socio-cultural environments. The degree curriculum prepares students to either enter the workplace directly, or to further their education by pursuing an MBA or other graduate studies in the field of business.

#### Program Objectives

1. Teach students how to analyze the external and internal influences on business institutions and practices.
2. Train students to identify those structures in business organizations that can be managed for productivity.
3. Ensure that students are able to distinguish the proper roles and responsibilities of executives and subordinates working in business, industry, and non-profit organizations.
4. Encourage students to use technology and other resources to remain current in the business fields of their choice.
5. Exercise the analytical and critical thinking processes of students so that they can make effective business decisions.
6. Train students to identify, analyze, and manage the sorts of legal and ethical issues that often arise in business environments.
7. Demonstrate effective written communication skills in a business environment.
8. Make sure that students who earn their diploma can if they so desire enter MBA or other graduate-level programs in business without further academic preparation.

# BACHELOR OF SCIENCE DEGREE

## Marketing and Public Relations

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

Course Number	Course Title	Credits	Pre-Requisites
<b>General Education Requirements - 9 Credits Required</b>			
<b>Oral Communications</b> ENGL 100	Language and Speech Communications	3.0	
<b>Humanities</b> PHIL 102	Legal and Ethical Issues	3.0	
<b>Mathematics</b> MATH 102	College Algebra	3.0	
<b>Major Course Requirements – 27 Credits Required</b>			
ACCTG 110	Accounting I	3.0	
BUS 101	Introduction to Business	3.0	
BUS 102	Business Administration and Management	3.0	
IB 100	Introduction to International Business	3.0	
MRKT 101	Principles of Marketing	3.0	
CIT 111	Introduction to Information Technology	3.0	
CIT 103	Information Systems I	3.0	
IB 203	Fundamentals of Foreign Trade	3.0	
BUS 200	Business Law	3.0	

**SECOND YEAR COURSES** (30 Credits Required)

Course Number	Course Title	Credits	Pre-Requisites
<b>General Education Requirements - 6 Credits Required</b>			
<b>Communications</b> ENGL 200	English Composition I	3.0	
<b>Behavioral Science</b> PSY 201	Psychology	3.0	
<b>Major Course Requirements – 18 Credits Required</b>			
CIT 210	Administrative Computer Systems	3.0	CIT 103 or CIT 111
BUS 204	Project Management and Budgeting	3.0	ACCTG 110
BUS 201	Strategy Management and Decision Making	3.0	BUS 102
BUS 203	Operations Management	3.0	MATH 102
BUS 223	Leadership and Human Resources	3.0	
STAT 200	Statistics	3.0	MATH 102

**BACHELOR'S DEGREE CREDITS** (63 Credits required)  
**UPPER DIVISION COURSES** (63 Credits Required)

Course Number	Course Title	Credits	Pre-Requisites
<b>General Education Requirements - 15 Credits Required</b>			
<b>English</b> ENGL 202	Language and Speech Communications	3.0	
<b>Foreign Language</b> SPN 210	Legal and Ethical Issues	3.0	
<b>Natural Science</b> BSC 1010	College Algebra	3.0	
<b>Economics</b> ECON 202	Introduction to Economics (Microeconomics)	3.0	
ECON 202	Macroeconomics	3.0	
<b>Business Administration Major Courses – 48 Credits Required (33 Credits Core Courses + 15 Credits Major Concentration)</b>			
MRKT 200	Marketing II	3.0	Business Upper Div.
MRKT 202	Marketing Strategies	3.0	Business Upper Div.
MRKT 205	Consumer Behavior	3.0	Business Upper Div.
MRKT 207	Market Research	3.0	Business Upper Div.
MRKT 210	Market Research	3.0	Business Upper Div.
MRKT 472	E-Commerce Management	3.0	Marketing Major
MRKT 302	E-Marketing	3.0	Marketing Major
MRKT 461	Marketing Management	3.0	Marketing Major
MRKT 420	Managing Marketing Information	3.0	Marketing Major
MRKT 440	Marketing Channels	3.0	Marketing Major

## ★ BACHELOR OF SCIENCE DEGREE

### 1) Admission Requirements

As required by the Commission for Independent Education, students pursuing a Bachelor of Science Degree Program at ATLANTIS UNIVERSITY must successfully complete a minimum of 123 semester credit hours. The total credit hours for the Bachelor of Science Degree include: 30 credit hours (mandatory) of prescribed general education courses, and 60 credit hours of prescribed major courses. Credit hours remaining to complete the 123 credit hours shall be drawn from other major courses or major concentration courses.

1. Must be 18 years or older or have written permission from a parent or legal guardian.
2. Complete enrollment agreement for Bachelor of Science degree and Complete in-person interview.
3. A minimum of 60 Credit Hours minimally at the undergraduate level. Include at least 15 Semester hours of General Education Credit.
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.