

MARKETING, AREA OF CONCENTRATION IN BUSINESS MANAGEMENT (AAS)

Award: Associate of Applied Sciences Degree

No. of credits required: 60

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Program Description

The Business Management program is designed to enable students to obtain knowledge, skills, and competencies in the challenging business fields of Marketing Management, Entrepreneurship, Human Resources Management, Administrative Professions, and Agribusiness.

Students have the option to complete certificates in each of these business management career fields initially. Upon successful completion of the certificate, students are able to incorporate the 24 credit hours earned into an Associate of Applied Science degree in Business Management to satisfy their individual career goals.

Program Goals

Upon successful completion of this program of study students will be able to:

1. Use the language of business and demonstrate effective and professional communication skills.
2. Analyze ethical and social responsibilities in business decision making.
3. Examine different types of business systems, organizations, management practices and theories related to the global economy.
4. Demonstrate problem-solving skills in business decision making.
5. Use information technology applications to develop business solutions.
6. Demonstrate acquired proficiencies in a business or organizational setting.

Employment Information

The Business Management Marketing program provides students with the fundamental knowledge and skills needed for careers in marketing. According to the *Occupational Outlook Handbook*, employment in the field of advertising, marketing, promotions, public relations, and sales managers is expected to grow 10% and add over 24,000 jobs through 2026. Job growth will be spurred by competition for a growing number of goods and services, both foreign and domestic, and the need to make one's product or service stand out in the crowd. In addition, as the influence of traditional advertising in newspapers, radio, and network television wanes, marketing professionals are being asked to develop new and different ways to advertise and promote products and services to better reach potential customers.

Employment positions in the marketing field are projected to grow by 8% over the next few years, according to the Maryland Department of Labor. Entry level position availability in the field, particularly in the Harford County region, is promising as major retailers are slated to

provide the county with substantial new job growth. Minimum standards and employment competition are higher for supervisory positions in marketing management.

Required Courses

Code	Title	Credits
BA 101	Introduction to Business (GI) ¹	3
BA 103	Public Relations ¹	3
BA 104	Advertising and Sales Promotion ¹	3
BA 105	Professional Selling ¹	3
BA 203	Principles of Marketing ¹	3
BA 205	Business Law ¹	3
BA 210	Business Computer Applications ¹	3
BA 245	Contemporary Issues in Business ¹	3
OS 116	Communication Technologies	4
BA 107 or BA 109	Principles of Supervision Principles of Management	3
CMST 105	Interpersonal Communication (GI) (D)	3
ENG 101	English Composition (GE)	3
ENG 216	Business Communications	3
PHIL 221	Business Ethics (GH)	3
	Behavioral/Social Science Elective (GB) (https://catalog.harford.edu/general-education/#behavioral-social-science)	3
	Biological/Physical Lab Science Elective (GL) (https://catalog.harford.edu/general-education/#biological-physical-laboratory-science)	4
	Arts/Humanities Elective (GH) (https://catalog.harford.edu/general-education/#arts-humanities)	3
	Mathematics Elective (GM) (https://catalog.harford.edu/general-education/#mathematics)	3
	General Elective	3
	Physical Education Elective	1
Total Credits		60

¹ Upon successful completion of these 24 credit hours, the student will be able to obtain a Business Management Marketing Certificate.

General Education Degree Requirements

Note: The following codes identify courses which satisfy the General Education Degree Requirements:

Behavioral/Social Science (GB)
 English Composition (GE)
 Arts/Humanities (GH)
 Interdisciplinary and Emerging Issues (GI)
 Biological/Physical Laboratory Science (GL)
 Mathematics (GM)
 Biological/Physical Science (GS)