

**THIS IS A CAREER DEGREE.
IT IS NOT DESIGNED TO TRANSFER TO A FOUR YEAR UNIVERSITY.**

**Danville Area Community College
2021-2022**

Marketing

Associate in Applied Science

This program is designed to give an individual a variety of career options such as Customer Engagement, Sales, Telemarketing, Marketing, Retail Sales, Hospitality, Advertising, Travel & Tourism, and Management. This is an occupational program typically not designed to transfer; however, this program has been articulated to some senior institutions. Please contact a counselor for specific details.

REQUIRED COURSES	HOURS	F,S,I,SU	GRADE
First Semester			
INST 101 Success in College	1		
BMGT 117 Principles of Marketing	4		
BOFF 253 Social Media for Business (pre: Placement into ENGL 101)	3		
BMGT 104 Interpersonal Relationships	3		
BOFF 255 Digital Presentations	3		
* Communication Elective	3		
Total	17		
Second Semester			
BMGT 244 Digital Marketing (pre: BOFF 253)	3		
BOFF 225 Spreadsheet Applications	3		
BMGT 213 Principles of Advertising	4		
* Marketing Elective	3		
* Math Elective	3		
Total	16		
Third Semester			
BMGT 118 Professional Selling (pre: BMGT 117)	3		
BMGT 202 Content Creation (pre: BOFF 253)	3		
CECN 102 Microeconomics	3		
* Marketing Elective	3		
* Communication Elective	3		
Total	15		
Fourth Semester			
BMGT 201 Digital Promotional Strategy (pre: BOFF 253 and BMGT 202)	3		
BOFF 275 Social Media Management (pre: BOFF 253)	3		
BOFF 270 Marketing Analytics (pre: BOFF 253 and BOFF 225)	3		
BOFF 260 Professional Development (pre: Completion of 30 credit hours with a "C" or higher)	2		
* Humanities Elective	3		
Total	14		
Total Hours	62		

Marketing Electives

BMGT 215 Consumer Behavior (pre: BMGT 117)
BMGT 217 Retailing & Merchandising (pre: BMGT 117)
INFO 174 Intro to Web Design HTML/CSS
BOFF 222 Design for Blogging Platforms
BMGT 114 Principles of Management
BOFF 230 Advanced Spreadsheet Applications (pre: BOFF 225)

* General Education. See list of Human Relations requirements. Enrollment in developmental classes may increase the length of time it takes to complete an associate degree.
Placement in typing courses will depend on demonstrated proficiency.

March 2021