

MARKETING, ASSOCIATE OF APPLIED BUSINESS



This Marketing Degree Program addresses the creative, fast-paced business of attracting, keeping and satisfying customer needs. Students gain fundamental business knowledge while participating in hands-on work in the business environment to develop marketing strategies that are sustainable for a business. Students who complete an Associated of Marketing Degree also achieve a Certificate in Digital Marketing. This stackable degree and certificate are available to ensure all marketing students have the knowledge to apply marketing strategies in the changing digital landscape.

This program is available to be completed 100% online.

Program contact: Learn more

Learn more about how certificate credits apply to the related degree.

Related Degrees and Certificates

- Business Management, Associate of Applied Business
- Business Management with a Concentration in Human Resources Management, Associate of Applied Business
- Business Management with a Concentration in Small Business Management, Associate of Applied Business
- Short-Term Certificate in Social Media Marketing

Program Learning Outcomes

This program is designed to prepare students to demonstrate the following learning outcomes:

- Utilize professionalism, analytical and problem solving skills in decision making when working independently/or as part of a team.
- Identify business principles necessary to resolve problems in a timely manner and enhance the overall performance of a business.
- Communicate verbally, visually, and in writing effectively and efficiently to meet the goals of an integrated marketing communications strategy.
- Generate marketing strategies that support customers and build sustainable relationships with all stakeholders.
- Analyze results of marketing efforts to continuously improve offerings to customers.
- Apply marketing skills in a digital environment across diverse platforms to create content strategies that drive the overall business objectives.

Suggested Semester Sequence

First Semester		Credit Hours
BADM-1020	Introduction to Business	3
ECON-2000	Principles of Microeconomics	3
PHIL-1020	Introduction to Logic	3
Select one of the following:		3
BADM-2010	Business Communications	
BADM-201H	Honors Business Communications	
Select one of the following:		3
ENG-1010	College Composition I	
ENG-101H	Honors College Composition I	
Credit Hours		15
Second Semester		Credit Hours
MARK-1080	Social Media Marketing	3
MARK-2010	Principles of Marketing	3
BADM-1122	Principles of Management and Organizational Behavior	3
MATH-1190	Algebraic and Quantitative Reasoning (or Any Ohio Transfer 36 Mathematics course) ¹	3
Select one of the following:		3
ENG-1020	College Composition II	
ENG-102H	Honors College Composition II	
Credit Hours		15
Third Semester		Credit Hours
ACCT-1311	Financial Accounting	3
ECON-2010	Principles of Macroeconomics	3
MARK-2261	Integrated Marketing Communications	3
MARK-2270	Principles of Advertising	3
Select one of the following:		3
COMM-1010	Fundamentals of Speech Communication	
COMM-101H	Honors Speech Communication	
Credit Hours		15
Fourth Semester		Credit Hours
ACCT-1341	Managerial Accounting	3
BADM-2151	Business Law	3
MARK-2081	Social Media Content Strategies and Analytics	4
MARK-2090	Digital Marketing Design	3
Select one of the following:		3
PHIL-2060	Business Ethics	
PHIL-2020	Ethics	
Credit Hours		16
Total Credit Hours		61

¹ MATH-1240 Contemporary Mathematics taken prior to Fall 2024 will be accepted to meet mathematics requirement for this program.

MATH-1140, MATH-1141, MATH-1200, MATH-1270, and MATH-1280 can no longer count towards fulfilling the college-level mathematics requirement. These courses were re-classified as developmental mathematics by the state of Ohio in 2016. Tri-C established a 5-year

transitioning window for students who had completed these courses prior to 2016 to apply them towards meeting graduation requirements, which expired in Summer 2021. It is highly recommended to see a counselor to determine the appropriate math required for your current major.