

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

**Danville Area Community College  
2020-2021**

## 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
<b>First Semester</b>			
INST 101 Success in College	1		
BMGT 117 Principles of Marketing	4		
BOFF 253 Social Media for Business	3		
BMGT 104 Interpersonal Relationships	3		
BOFF 255 Digital Presentations	3		
* Communication Elective	3		
Total	17		
<b>Second Semester</b>			
BMGT 244 Digital Marketing	3		
BOFF 225 Spreadsheet Applications	3		
BMGT 213 Principles of Advertising	4		
* Marketing Elective	3		
* Math Elective	3		
Total	16		
<b>Third Semester</b>			
BMGT 118 Professional Selling	3		
BMGT 202 Content Creation	3		
CECN 102 Microeconomics	3		
* Marketing Elective	3		
* Communication Elective	3		
Total	15		
<b>Fourth Semester</b>			
BMGT 201 Digital Promotional Strategy	3		
BOFF 275 Social Media Management	3		
BOFF 270 Marketing Analytics	3		
BOFF 260 Professional Development	2		
* Humanities Elective	3		
Total	14		
Total Hours	62		

### Marketing Electives

BMGT 215 Consumer Behavior
BMGT 217 Retailing & Merchandising
INFO 174 Intro to Web Design
BOFF 222 Design for Blogging Platforms
BMGT 114 Principles of Management

\* 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.

February 2020