

Business Management/ Marketing, AAS

Degree Offered

Associate in Applied Science
Business Management/Marketing

Curriculum Code: BUS.MGT.MKT.AAS

Program Information

This program prepares students for entry-level management positions with a concentration in marketing.

Business programs focus on the education and skills needed in today's global business environment. Practical courses coupled with general education offerings enhance development of critical thinking, communication and problem-solving skills, as well as adaptability and team work.

When You Graduate

AAS programs are designed for students who want to enter a career directly after graduating but those who change their plans find that most of their Cumberland credits transfer to four-year colleges.

Students are encouraged to visit the NJ transfer website: www.njtransfer.org for transfer course equivalencies.

The latest technology and learning tools support your education for a wide range of employment opportunities.

This program prepares students for entry level positions in all sectors of business, government, non-profit and social service agencies with a concentration in marketing. Employment opportunities include assistant manager, buyer, department manager, store manager, and merchandising manager.

Program Requirements (60/61 credits) Credits

Year 1, Fall Semester

<input type="checkbox"/> AC 103 Principles of Accounting I	4
<input type="checkbox"/> BU 115 Introduction to Business	3
<input type="checkbox"/> CS 101 Introduction to Microcomputers or CS 102 Applications on the Microcomputer	3
<input type="checkbox"/> EN 101 English Composition I	3
<input type="checkbox"/> General Education Diversity Elective	<u>3</u>
	16

Year 1, Spring Semester

<input type="checkbox"/> AC 104 Principles of Accounting II	4
<input type="checkbox"/> BU 106 Introduction to Management	3
<input type="checkbox"/> BU 109 Business Law I	3
<input type="checkbox"/> EN 102 English Composition II or EN 103 Technical Writing or SP 203 Effective Speech	3
<input type="checkbox"/> PY 101 General Psychology	<u>3</u>
	16

Year 2, Fall Semester

<input type="checkbox"/> BU 207 Introduction to Marketing	3
<input type="checkbox"/> BU 233 Corporate Finance	3
<input type="checkbox"/> EC 201 Principles of Macroeconomics	3
<input type="checkbox"/> General Education Humanities Elective	3
<input type="checkbox"/> MA 109 Principles of Mathematics or higher (Excluding MA 115)	<u>3/4</u>
	15/16

Year 2, Spring Semester

<input type="checkbox"/> BU 117 Advertising	3
<input type="checkbox"/> BU 118 Professional Selling	3
<input type="checkbox"/> BU 249 Introduction to International Business	3
<input type="checkbox"/> BU 288 Strategic Management	<u>4</u>
	13

Total Credits 60/61

Upon completion of this program, students should be able to:

- Demonstrate mastery of financial and managerial accounting concepts by preparing balance sheets, income and cash flow statements, and budgets by performing costs, volume and profit analysis.
- Prepare and present effective oral and written business presentations.
- Evaluate key elements of a strategic plan and make recommendations for improvements.
- Work effectively in both leadership and support roles as part of diverse teams to achieve a variety of business related tasks.
- Prepare an effective promotional campaign for an existing product, service or local business.
- Locate, retrieve and critically evaluate information and information sources.
- Discuss fundamental marketing practices and concepts and recognize a range of marketing, sales and public relations techniques.

Employment Opportunities

Assistant manager, buyer, department manager, store manager, merchandising manager.

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