

Degree Offered

Associate in Applied Science
Business Management/Marketing

Curriculum Code: 514**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 CCC 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.

Earn a BA, MA at CCC

Once you graduate from Cumberland County College, you can earn a bachelor's and even a master's degree at the on-campus Shirlee and Bernard Brown University Center. CCC's University Center houses bachelor's and master's degree programs offered by Fairleigh Dickinson University, Georgian Court University, Montclair State University, Rowan University and Wilmington University.

www.cccnj.edu

Business Management/ Marketing

Program Requirements (45 credits) Credits

<input type="checkbox"/>	AC 103	Accounting Principles I	4
<input type="checkbox"/>	AC 104	Accounting Principles II	4
<input type="checkbox"/>	BU 106	Introduction to Management	3
<input type="checkbox"/>	BU 109	Business Law I	3
<input type="checkbox"/>	BU 115	Introduction to Business	3
<input type="checkbox"/>	BU 117	Advertising	3
<input type="checkbox"/>	BU 118	Professional Selling	3
<input type="checkbox"/>	BU 207	Introduction to Marketing	3
<input type="checkbox"/>	BU 219	Retailing	3
<input type="checkbox"/>	BU 220	Market Research	3
<input type="checkbox"/>	BU 233	Corporate Finance	3
<input type="checkbox"/>	BU 288	Strategic Management	4
<input type="checkbox"/>	CS 220	Marketing on the Internet	3
<input type="checkbox"/>	EC 201	Principles of Macroeconomics	3

General Education Requirements (21/22 credits)

<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"/>	EN 102	English Composition II or	
	SP 203	Effective Speech	3
<input type="checkbox"/>	PY 101	General Psychology	3
<input type="checkbox"/>		Diversity Elective	3
<input type="checkbox"/>		Humanities Elective	3
<input type="checkbox"/>		Math Elective (MA 109 or higher*)	3/4

Total Credits **66/67**

*Excluding MA 115

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

- Prepare and present effective oral business presentations.
- Describe creative approaches to existing management issues.
- Prepare an effective promotional campaign for an existing product, service or local business.
- Manage a team project.
- Locate, retrieve and critically evaluate information and information sources.
- Seek employment in the field study.