

BUSINESS: MARKETING

HEGIS: 5004
SUNY CODE: 0633



The marketing program helps prepare students for a career in the fast-paced world of marketing. The program emphasizes marketing principles and existing practices. This career choice provides students with diverse career opportunities. This field is proving to be one of the fastest growing fields of employment opportunities. Graduates are prepared to:

- Perform various market research techniques
- Analyze and assess market information from research data
- Identify and analyze advertising techniques
- Understand the need to develop a marketing plan

Career Opportunities/Transfer Information

Graduates find employment with marketing agencies, newspapers, trade journals, telephone companies, banks, computer industries, government and private industry. Specific titles may include: sales representative, marketing management trainee, market analyst and public relations employee. Early academic advisement will allow the student to transfer most credits into a four-year program. A student pursuing a degree in this program may, after consultation with an academic advisor, select course(s) to prepare for career or transfer plans.

		1st Year			
1st Semester		Credits		2nd Semester	Credits
BU 111 Business Organization & Management		3		BU 115 Accounting II	3
BU 114 Accounting I		4		BU 141 Introduction to Marketing	3
EN 111 English I		3		EN 112 English II	3
FS 100 Freshman Seminar		1		Liberal Arts Elective	3
IS 111 Keyboarding Essentials		1		Social Science Elective	3
Information Science Elective		3		Physical Education Activity	1
Science Elective		3			
	Total	18		Total	16

		2nd Year			
3rd Semester		Credits		4th Semester	Credits
BU 142 Marketing Research		3		BU 112 Business Communications	3
BU 225 Customer Service Management		3		BU 143 Advertising	3
BU 232 Principles of Management		3		BU 245 Marketing Management	3
MA 127 Mathematical Statistics I		3		Business Elective*	3
SS 185 Introduction to Macroeconomics		3		Social Science Elective	3
Physical Education Activity		1			
	Total	16		Total	15

*65 Credits Required
for the
Associate in Applied Science Degree*

* Students may choose from: BU 121, BU 145, BU 203, BU 233 or BU 238.

For more information, contact the Business and Information Technology Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8240.

**This program is Internet accessible and may be completed entirely online.
For more information access HCCC Internet Academy website: www.ia.herkimer.edu**