

MARKETING/MANAGEMENT/SALES

2009 – 2010

20 Months

Credits Required for Graduation: 76

Associate of Applied Science (A.A.S.) Degree

From the department store salesperson to the individual who designs newspaper advertising... we need marketing/management/sales people.

Marketing/management/sales is a dynamic career. It's for those who enjoy working in the exciting world of business. In this program students are prepared for a wide variety of career choices.

Marketing/Management/Sales graduates play a vital role in our nation's overall economy and help keep America's business wheels spinning.

And There's Plenty of Variety

The Marketing/Management/Sales program at Lake Area Tech provides theory and practical experience for the student. The program emphasizes the fundamentals of marketing and the profitable operation of a business enterprise. Its core requirements are suitable for use in any business where a basic understanding of marketing, merchandising and professional sales is required.

Special attention is given to the role of the middleman, evaluation of customer needs, price determination, promotion, sales strategy, government regulations and the importance of the customer.

Who Can Build a Career in Marketing/Management/Sales?

Someone interested in marketing/management/sales should have an outgoing personality, be enthusiastic and enjoy working with people.

Job Opportunities

Marketing/management/sales is recognized as one of the fastest growing career areas. Students entering the work force will find a wide variety of employment opportunities with a number of different organizations. Many of the job openings fall within the vast wholesale and retail sectors, retailing, advertising, small business management and accounting.

COURSE DESCRIPTIONS

AC 100 – Applied Communications (.5 credit) Covers the specific techniques and tools needed to prepare for your job search.

ACCT 210 – Principles of Accounting I (3 credits) Basic accounting principles and practices for service and merchandising businesses.

BUS 101 – Introduction to Business (3 credits) An overview of the world of business. Topics include ethics, legalities, entrepreneurship, management techniques, marketing concepts, finance, risk management, international business, and career development.

BUS 103, 106, 239, 242 – Management Seminars I, II, III, IV (.5 credit each) These courses are designed to supplement classroom education. Students will attend various seminars and conferences and will participate in workshops and appropriate campus business groups. These experiences provide opportunities for application of acquired knowledge and for personal growth.

BUS 120 – Principles of Marketing (3 credits) An in-depth analysis of the total process, from conception through distribution and pricing of a product, service or idea.

BUS 122 – Marketing Research (3 credits) First-hand knowledge through an independent research project. Students will develop a project, compile data, evaluate data and draw conclusions for a local business or organization. Findings will be presented in statistical and graph forms and will include recommendations.

BUS 140 – Business Law (3 credits) An important basic course in how laws affect businesses. Students gain broad general knowledge and learn when and where to seek specialized advice and/or legal assistance.

BUS 150 – Advertising (4 credits) How advertising works; its effectiveness in promoting products, services and ideas. Students will develop a real coupon book and will be involved in the total process.

BUS 152 – Desktop Publishing (3 credits) An introduction to desktop publishing software using Aldus PageMaker. Students will lay out ads, brochures, and newsletters upon completion of this course.

BUS 160 – Principles of Selling (3 credits) An overview of the entire sales process: selling, buying behavior, customer/organization relationships, strategies, legal and ethical considerations.

BUS 162 – Retailing (3 credits) A broad overview: general procedures, career choices, buying behavior, merchandise control and pricing, human resources and productivity, store development and management are some of the topics covered.

BUS 170 – Human Resource Management (3 credits) Provides a comprehensive understanding of what effective firms in competitive environments are doing to manage their human resources successfully.

BUS 185 – E-Business (3 credits) Students learn the fundamental concepts of electronic commerce with hands-on activities to which they apply to their on-line business. This course introduces students to Web security issues, electronic payment systems, and legal issues needed in creating a functioning on-line store. Prerequisite includes a basic understanding of Windows and Web navigation skills, as well as, fundamental Internet concepts.

OR

CIS 125 – Advanced Software Applications (3 credits)

Using a Window-based microcomputer and related software, you will learn advanced techniques and applications of Microsoft XP Word, Excel, Access, and PowerPoint.

•• **BUS 210 – Entrepreneurship (3 credits)** How to start a business and manage it successfully. In addition to theory classes, computer-simulated business development will be utilized.

BUS 220 – Personal Finance (3 credits) The emphasis is on development of money management and investment skills to enable the individual to lead an economically satisfying life and gain a secure retirement. Participation in a nation-wide investment contest is part of the course.

BUS 230 – Management Policy (3 credits) A comprehensive introduction to management theory and practice; designed to help the students meet the challenges of managing a contemporary business effectively.

BUS 235 – Business Internship (6 credits) Practical experience gained through working in a successful business. Students will experience the complete process, from resume development through the application process and job procurement to final evaluation.

OR

BUS 240 – Business Internship and Elective (6 credits)

• **BUS 236 – Financial Management (3 credits)** Emphasis is on determining the time value of money in decision-making, especially as applied to businesses.

OR

• **ACCT 211 – Principles of Accounting II (3 credits)** Involves analysis and use of accounting practices for partnerships and corporations. Cash-flow statements and financial statements are prepared.

BUS 244 – International Business (3 credits) This course covers questions about businesses in different cultures, the impact of geography, why products are the same (or different) across cultures, why people have different practices, and the effect of the internet on international business. By examining all of these issues we can better understand how interrelated our global economy and competition is.

AED 100 – Automated External Defibrillator (.5 credit)

To prepare individuals in the workplace to provide care for breathing emergencies, perform cardiopulmonary resuscitation (CPR), and use an automated external defibrillator (AED) for victims of sudden cardiac arrest.

CIS 105 – Microcomputer Software Applications (3 credits)

Using a Windows-based microcomputer and related software, you will gain an understanding and basic operational knowledge about microcomputer operating systems, word processing, spreadsheets, data bases, and presentation software. You will demonstrate this knowledge by scoring at least 80% on assignments, related objective, and performance tests.

ECON 201 – Principles of Microeconomics I (3 credits)

Studies the basic economic concepts as they relate to consumer, worker, and business decisions. Emphasis is given to satisfaction maximizing behavior by individuals and profit maximization by firms. Market structures are thoroughly analyzed regarding their effect on price, output, and competitiveness.

SPCM 101 – Fundamentals of Speech (3 credits) Introduces the study of speech fundamentals and critical thinking through frequent public speaking practice, including setting, purpose, audience, and subject.

Students will select a course in each of the areas listed to meet general education requirements. Courses marked with an asterisk can be transferred directly to the university system under the terms of articulation agreements.

Students should speak with an advisor before selecting transferable courses. (EN 110, MATH 100, MATH 101 are not transferable.)

Behavioral Science Electives

PSYC 100 – Psychology of Human Relations (3 credits)

This course is designed to help a student recognize the importance of adjusting and getting along as a member of a working team. It will examine the role personality plays in the work environment and the personal qualities, interpersonal skills and values that employers are looking for.

* **PSYC 101 – General Psychology (3 credits)** This course is an introduction survey of the field of psychology with consideration of the biological bases of behavior, sensory and perceptual processes, learning and memory, human growth and development, social behavior, and normal and abnormal behavior.

Communications Electives

EN 110 – Business Communications (3 credits) Business Communication prepares students to communicate effectively in the business environment. Communication skills will be developed through the process of analyzing communication, using the principles and techniques of good writing, and practicing the creation of different forms of communication.

* **ENGL 101 – Composition (3 credits)** This course concentrates on all phases of the writing/communication process. Prewriting, drafting, revising, and editing are used to help students develop clear, concise, and unified writing styles that will serve them well in their chosen career areas.

Math Electives

MATH 100 – Applied General Math (3 credits) Emphasis on the ability to understand and apply math skills to solve problems in the world of work.

MATH 101 – Intermediate Algebra (3 credits) Polynomials, algebraic fractions, linear equations and inequalities, exponents and radicals, quadratic equations, systems of equations and inequalities, logarithms and applications.

* **MATH 102 – College Algebra (3 credits)** Equations and inequalities polynomial functions and graphs, exponents, radicals, zeros of polynomials; exponential, logarithmic, and inverse functions, applications and graphs. Other topics selected from sequences, series, and complex numbers.

• **Prerequisite:** Students must have successfully completed ACCT 210 – Principles of Accounting I (or have the approval of the instructor) before enrolling in this course.

•• **Prerequisite:** Students must have successfully completed ACCT 210 – Principles of Accounting I and ACCT 211 – Principles Accounting II or BUS 236 – Financial Management (or have the approval of the instructor) before enrolling in this course.