

CURRICULUM STANDARD

Effective Term
Fall 2008
*[2008*03]*

Curriculum Program Title

Business Administration

Code

A2512F

Concentration

Marketing and Retailing

Curriculum Description

Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing.

Course work includes marketing, retailing, merchandising, selling, advertising, computer technology, and management.

Graduates should qualify for marketing positions within manufacturing, retailing, and service organizations.

Curriculum Requirements*

[for associate degree, diploma, and certificate programs in accordance with 23 NCAC 02E.0204(3)]

- I. General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.
- II. Major Hours.** AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work experience, including cooperative education, practicums, and internships, may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*
- III. Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	64-76	36-48	12-18

**Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.*

Major Hours

[ref. 23 NCAC 02E.0204 (3)]

- A. Core.** The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.
- B. Concentration** (if applicable). A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work experience, including cooperative education, practicums, and internships, may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

Business Administration/Marketing and Retailing A2512F

	AAS	Diploma	Certificate
Minimum Major Hours Required	49 SHC	30 SHC	12 SHC
A. CORE <i>Courses required for the diploma are designated with *</i> Required Courses: * BUS 115 Business Law I 3 SHC * BUS 137 Principles of Management 3 SHC * MKT 120 Principles of Marketing 3 SHC Required Subject Area: *Accounting. Select one. ACC 115 College Accounting 4 SHC ACC 120 Prin of Financial Acct 4 SHC *Economics. Select one: ECO 151 Survey of Economics 3 SHC ECO 251 Prin of Microeconomics 3 SHC ECO 252 Prin of Macroeconomics 3 SHC *Computer Applications. Select one: CIS 110 Introduction to Computers 3 SHC CIS 111 Basic PC Literacy 2 SHC OST 137 Office Software Applications 3 SHC	18-19 SHC	18-19 SHC	
<i>Continued on next page</i>			

Business Administration/Marketing and Retailing A2512F (continued)

<p>B. CONCENTRATION <i>Courses unique to the concentration are designated with **</i></p> <p>** MKT 122 Visual Merchandising 3 SHC MKT 123 Fundamentals of Selling 3 SHC MKT 220 Advertising & Sales Promotion 3 SHC ** MKT 225 Marketing Research 3 SHC</p> <p>**Applications. Select one: MKT 226 Retail Applications 3 SHC MKT 227 Marketing Applications 3 SHC</p>	<p>15 SHC</p>	<p>12 SHC</p>	
<p>C. OTHER MAJOR HOURS <i>To be selected from the following prefixes:</i></p> <p>ACC, AIB, BAF, BUS, CIS, COE, CSC, CSV, CTS, DBA, ECM, ECO, ENT, ETR, HRM, INS, INT, ISC, LOG, MKT, OMT, OST, PAD, PMT, and WEB</p> <p><i>Foreign language courses (including ASL) that are not designated as approved other major hours may be included in all programs up to a maximum of 3 semester hours of credit.</i></p>			