

**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**  
**BUSINESS ADMINISTRATION/MARKETING AND RETAILING (A2512F)**

Effective: Fall 2011

Revised: 01/27/11

Length: 5 Semesters

Prerequisite: High School Diploma & 1 Unit of Algebra

Award: Associate in Applied Science

**FALL SEMESTER 1**

Prefix No.	Title	Class	Lab	Clinical	Credit
	ACA Elective	1	0	0	1
BUS110	Introduction to Business	3	0	0	3
CIS110	Introduction to Computers	2	2	0	3
	or				
CIS111	Basic PC Literacy	1	2	0	2
ENG111	Expository Writing	3	0	0	3
MKT120	Principles of Marketing	3	0	0	3
MKT223	Customer Service	3	0	0	3
	<b>Totals</b>	<b>14</b>	<b>2</b>	<b>0</b>	<b>15</b>

**SPRING SEMESTER 1**

Prefix No.	Title	Class	Lab	Clinical	Credit
BUS115	Business Law I	3	0	0	3
CIS162	MM Presentation Software	2	2	0	3
MAT115	Mathematical Models	2	2	0	3
MKT122	Visual Merchandising	3	0	0	3
MKT123	Fundamentals of Selling	3	0	0	3
MKT220	Advertising and Sales Promotion	3	0	0	3
	<b>Totals</b>	<b>16</b>	<b>4</b>	<b>0</b>	<b>18</b>

**SUMMER SEMESTER 1**

Prefix No.	Title	Class	Lab	Clinical	Credit
BUS137	Principles of Management	3	0	0	3
COM231	Public Speaking	3	0	0	3
	or				
ENG115	Oral Communication	3	0	0	3
	<b>Totals</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>

**FALL SEMESTER 2**

Prefix No.	Title	Class	Lab	Clinical	Credit
ACC120	Prin of Financial Accounting	3	2	0	4
ECO251	Prin of Microeconomics	3	0	0	3
MKT221	Consumer Behavior	3	0	0	3
	Humanities/Fine Arts Elective	3	0	0	3
	Major Elective	3	0	0	3
	<b>Totals</b>	<b>15</b>	<b>2</b>	<b>0</b>	<b>16</b>

**SPRING SEMESTER 2**

Prefix No.	Title	Class	Lab	Clinical	Credit
ECO252	Prin of Macroeconomics	3	0	0	3
MKT225	Marketing Research	3	0	0	3
MKT227	Marketing Applications	3	0	0	3
	Major Elective	6	0	0	6
	<b>Totals</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>

**TOTAL REQUIRED CREDITS.... 70**

**Co-op Option:** Qualified students may elect to take up to six (6) credit hours of Cooperative Education in lieu of a Major elective provided they acquire approval from the Co-op Director and the Department Chairperson.

**\*Note:** Students **may not** take an introductory foreign language to fulfill the Humanities/Fine Arts requirement.

## PROGRAM FACT SHEET

### BUSINESS ADMINISTRATION/MARKETING AND RETAILING

A2512F

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.

#### Awards

**Associate Degree:** Business Administration/Marketing and Retailing (A2512F)

**Length of Program:** 5 Semesters  
**Prerequisite:** High School Diploma & 1 Unit of Algebra

**Diploma:** Not Applicable

**Length of Program:**  
**Prerequisite:**

**Certificate:** Marketing and Retailing Management Certificate (C2512FC1)

**Length of Program:** 2 Semesters  
**Prerequisite:** High School Diploma

**Certificate:** Sales and Customer Service Certificate (C2512FC2)

**Length of Program:** 2 Semesters  
**Prerequisite:** High School Diploma

**Certificate:** e-Marketing Certificate (C2512FC3)

**Length of Program:** 2 Semesters  
**Prerequisite:** High School Diploma

**Cooperative Education Requirements/Opportunities:** For cooperative education requirements/opportunities please see the appropriate Program Sequencing sheet.

**License or Certification Information:** None Required

#### **Program Information Contact:**

Curriculum Coordinator: Sharon Seaford  
Telephone Number: (910) 678-8208  
Office Location: Cumberland Hall, Room 377C  
Email: [seafords@faytechcc.edu](mailto:seafords@faytechcc.edu)

Department Office: Cumberland Hall, Room 377  
Telephone: (910) 678-8292  
FTCC Web Site: [www.faytechcc.edu](http://www.faytechcc.edu)

**Application Deadlines:** The program is designed for a student to enter during the fall semester. A student may enter at other times with approval of the Department Chairperson.

**Scholarship/Title IV Financial Aid/VA Services:** Scholarships/Title IV Financial Aid/Veteran's assistance may be available for associate degrees. Certificates and diplomas that fall under this program/area of study may or may not be eligible for Scholarship/Title IV Financial Aid/VA Services. Please contact the Financial Aid Office, Student Center, Room 126; Telephone (910) 678-8242. Veterans Services, Student Center, Room 119, (910) 678-8395.

#### **Child Care Financial Assistance Information:**

See Child Care Associate, Student Center, Room 142; Telephone: (910) 678-8486

**ATTENTION:** If you have missed two (2) consecutive semesters, you must see a counselor to be readmitted into your program.

Revised: 07/01/11