Marketing

Department Website:
http://www.collin.edu/department/business/

Program Options:
AAS – Marketing
Certificate Level 1 – Entrepreneurship
Certificate Level 1 – Marketing

Marketing incorporates professional education courses to prepare individuals for career paths with retail or wholesale organizations, profit or non-profit organizations, governmental agencies, and academic institutions.

Collin’s Marketing program is designed to give a thorough background in aspects of marketing for students new to marketing and to provide methods for improving skills for people already employed in marketing careers. Marketing students who have questions should visit with the Discipline Lead.

If your program requires a criminal background check, your placement in a required clinical site, cooperative, practicum, internship, and/or licensure/certification opportunity may be impacted. If you have any questions or concerns, please contact your program director and check with your licensing/certifying entity, if any, to determine your status.

Through a transfer agreement, students may earn their Associate of Applied Science (AAS) degree in Marketing from Collin and transfer to numerous universities in Texas where their Collin courses may be applied toward Bachelor of Applied Arts and Science (BAAS) and Bachelor of Applied Technology (BAT) degrees.

Students planning to transfer to a college or university should check with the Collin academic advisors. Also check the degree requirement of the intended transfer college prior to beginning this program to verify course degree applicability.

AAS – Marketing
60 credit hours

FIRST YEAR
First Semester
BMGT 1307  Team Building
BMGT 2303  Problem Solving and Decision Making
MATH 1332  Contemporary Mathematics (Quantitative Reasoning)
MRKG 1301  Customer Relationship Management (Fall semester only)
MRKG 1311  Principles of Marketing

Second Semester
BMGT 1305  Communications in Management
BMGT 1341  Business Ethics
BUSG 2309  Small Business Management / Entrepreneurship
ENGL 1301  Composition I
IBUS 1354  International Marketing Management (Offered Spring Semester only)
MRKG 2349  Advertising and Sales Promotion (Offered Spring Semester only)

SECOND YEAR
First Semester
BMGT 1327  Principles of Management
GEN ED  Humanities / Fine Arts course
IBUS 2341  Intercultural Management
MRKG 2312  e-Commerce Marketing
MRKG 2333  Principles of Selling (Offered Fall Semester only)

Second Semester
ECON 1301  Introduction to Economics ¹
MRKG 2348  Marketing Research and Strategies ² (Offered Spring Semester only)
MRKG 2381  Cooperative Education – Marketing / Marketing Management, General (Capstone) ³
SPCH 1321  Business and Professional Communication (See Speech options)

¹ May substitute ECON-2301, ECON-2302 or PSYC-2301
² May substitute BUSG-1307
³ May substitute BUSG-2371, with consent of Discipline Lead (prior to registering)
Certificate Level 1 – Entrepreneurship
18 credit hours

FIRST YEAR
First Semester
BUSG 1307  Entrepreneurship and Economic Development
BUSG 2309  Small Business Management / Entrepreneurship
MRKG 1311  Principles of Marketing
MRKG 2333  Principles of Selling

Second Semester
MRKG 2312  e-Commerce Marketing
BUSG 2371  Entrepreneurship Experience (Capstone)

1. May substitute ACCT-2301, ACNT-1303 or ACNT-1311
2. For approval, students must meet with the Discipline Lead for the Marketing Program to determine which program packets are required for course completion.

Certificate Level 1 – Marketing
18 credit hours

FIRST YEAR
First Semester
BMGT 2303  Problem Solving and Decision Making
MRKG 1301  Customer Relationship Management
MRKG 1311  Principles of Marketing

Second Semester
BMGT 1341  Business Ethics
BUSG 2309  Small Business Management / Entrepreneurship (Capstone)
IBUS 1354  International Marketing Management