



# Marketing - Associate in Applied Science (2022-2023 Catalog)

SEMESTER-BY-SEMESTER PROGRAM MAP FOR FULL-TIME STUDENTS

Courses are listed in preferred order of completion

Plans can be modified to fit student needs by adding more semesters

**Choose your courses with your Advisor.**

Developmental Education Courses (if required)			
<input type="checkbox"/>	ACLS050	Introduction to Academic Literacy	<input type="checkbox"/>
<input type="checkbox"/>	ENGL027	Writing Skills Workshop	<input type="checkbox"/>

complete	Course #	Course Title	Credits	Gen Ed	Pre-requisites / Co-requisites	
Semester 1	<input type="checkbox"/>	COLS101	College Success	1		
	<input type="checkbox"/>	ACCT101	Financial Accounting I	3		
	<input type="checkbox"/>	CISC101	Introduction to Information Technology	3	CL	
	<input type="checkbox"/>	CMTH102	Introduction to Communication	3	Comm	
	<input type="checkbox"/>	ENGL101	English I	3	Comm	PRE: ENGL Placement Policy
	<input type="checkbox"/>	MATH140 or MATH150	College Algebra * or Introductory Statistics	3	QL	PRE: MATH026 or Placement Policy PRE: MATH022 or Placement Policy
			Total Semester Credits:	16		
Semester 2	<input type="checkbox"/>	ENGL151L	English II (Literature) (D)	3	Comm	PRE: ENGL101
	<input type="checkbox"/>	BUSA232	Principles of Marketing	3		PRE: ENGL101
	<input type="checkbox"/>	BUSA205	Management Fundamentals	3		PRE: ENGL101
	<input type="checkbox"/>	ARTA170	Computer Graphics	4		
	<input type="checkbox"/>		AH or SIT General Ed. Elective	3	AH or SIT	
		Total Semester Credits:	16			
Semester 3	<input type="checkbox"/>	BUSA235	Principles of Advertising & PR	3		PRE: BUSA232
	<input type="checkbox"/>	ACCT160 or ACCT202	Accounting Applications or Managerial Accounting **	3		PRE: ACCT101 PRE: ACCT101
	<input type="checkbox"/>	BUSA221G	Business Communications (WI)	3		PRE: CMTH102, ENGL151
	<input type="checkbox"/>	ARTA 130 or ARTA 180	Introduction to Web Site Design or Digital Design & Typography I	3		PRE: ARTA 170 PRE: ARTA 170
	<input type="checkbox"/>	ECON201	Macroeconomics	3	SSHB	
		Total Semester Credits:	15			
Semester 4	<input type="checkbox"/>	BUSA137	Principles of Selling	3		
	<input type="checkbox"/>	BUSA152	Business Law I	3		
	<input type="checkbox"/>	BUSA270	Marketing Simulation (Capstone)	3		PRE: ACCT101, ARTA130 or 180, BUSA205, BUSA221G, BUSA235, CISC101
	<input type="checkbox"/>		AH or SIT General Ed. Elective	3	AH or SIT	
	<input type="checkbox"/>		Elective	3		
		Total Semester Credits:	15			
		Total Degree Credits	62			

General Education Requirements		
<input type="checkbox"/>	ENGL151L	Diversity
<input type="checkbox"/>	BUSA221G	Writing Intensive

**Notes:**

\*Students should take MATH140 if they are considering transfer to a 4-year institution

\*\*Students should take ACCT202 if they are considering transfer to a 4- year institution.

BUSA221G is designated as the Writing Intensive requirement

ENGL151L is designated as the Diversity and Global Awareness (D) requirement

For General Education Electives, students must select courses so that at least two of the following categories are represented: Arts & Humanities (AH); Social Science: Societies and Institutions over Time (SIT); Social Science: Scientific Study of Human Behavior (SSHB).

Arts & Humanities (AH)
ARTA 100 Art and Visual Thinking
ARTA 101 Art History Survey
THEA 110 Introduction to the Theatre
THEA 111 Acting I
THEA 115 Technical Theatre
THEA 117 Stagecraft
CMTH 126 The Communication Arts
THEA 189 Stage Voice and Movement
THEA 190 Stage Production
THEA 206 Directing
THEA 211 Plays: Classical to Contemp. (G-WI)
THEA 212 Acting II
THEA 218 Theatre Portfolio
CMTH 220 Introduction to Film
CMTH235 Understanding Culture Through Film
DANC 101 Dance History
DANC 110 Ballet I
DANC 120 Modern Dance I
DANC 130 Jazz I
DANC 210 Ballet II
DANC 220 Modern Dance II
DANC 230 Jazz II
ENGL 201 British Literature I (G-WI)
ENGL 203 Shakespeare (G-WI)
ENGL 205 American Literature I (G-WI)
ENGL 211 Plays: Classical to Contemp. (G-WI)
ENGL 215 Multicultural Adolescent Lit (G-WI)
ENGL 250 Latin American Literature (G-WI)
ENGL 251 British Literature II (G-WI)
ENGL 253 Creative Writing
ENGL 255 American Literature II (G-WI)
ENGL 256 Modern Poetry (G-WI)
ENGL 257 20th Century Lit by Women (G-WI)
ENGL258 Fiction Writing
ENGL 260 Contemporary Literature (G-WI)
ENGL 264 Irish Literature (G-WI)
ENGL 265 African-American Literature (G-WI)
ENGL 267 Poetry Writing
HUMA 121 The American Work Experience (G-WI)
HUMA 140 Intro to Women & Gender Studies (G-WI)
HUMA 150 Nature of the Environment
HUMA210 Creativity and the Origin of Ideas
JOUR 101 Journalism and Society
Modern Language - All MDLA Courses
MUSC 101 Introduction to Music
PHIL 111 On Death and Dying (G-WI)
PHIL 121 World Religions
PHIL 201 Introduction to Philosophy
PHIL 202 Ethics and Moral Problems (G-WI)
PHIL 204 Asian Philosophies
PHIL 211 Ancient Philosophy
PHIL 215 Modern Philosophy
PHIL220 Existentialism
PHIL 225 What is Freedom?

Societies & Institutions Over Time (SIT)
ARCH 155 Architectural History II 1870-Present (AAS ONLY)
CMTH 221 History of Broadcasting
GEOG 101 World Geography
GEOG 151 Geography of the U.S. and Canada (G-WI)
GLBL 130 Intro to Global Studies
GLBL 160 Field Experience & Acad Research in GS
GLBL 230 Global Studies Capstone
HIST 103 Ancient and Medieval History
HIST 113 American History I (G-WI)
HIST 121 The Black Experience (G-WI)
HIST 123 African Civilization
HIST 140 Modern Chinese History
HIST 153 Found of Mod Euro History, 1300-1815 (G-WI)
HIST 163 American History II
HIST 165 The American Experience of Warfare (G-WI)
HIST 166 Civil War and Reconstruction (G-WI)
HIST 168 History of the Middle East (G-WI)
HIST 169G History of Latinos in the US
HIST 173 Mod European History, 1815 to Present (G-WI)
HIST 183 Modern American History 1945-Present
HIST 210 History of Mod Science, 1859 to Present
HIST 211 History of Pennsylvania
INTS 201 Implementing Sustainable Energy System...
INTS 202 The Architecture of the City: Classic to Contemp.
POLS 101 Introduction to Political Science
POLS 105 American Constitutional Law (G-WI)
POLS 110 American National Government (G-WI)
POLS 150 Peace Studies & Conflict Resolution (Study Abroad)
POLS 170 Politics of Modern Turkey (Study Abroad)
POLS 202 International Relations
POLS 205 Women and Politics (G-WI)
POLS 251 State and Local Government (G-WI)
SOCA 102 Cultural Anthropology (G-WI)
SOCA 105 American Ethnicity
SOCA 160 Issues in Contemp.Genocide & Mass Violence

Scientific Study of Human Behavior (SSHB)
CJST 101 Intro to Criminal Justice
ECON 201 Macroeconomics
FDST110 Food and Identity
GEOG 121 Environmental Sustainability (G-WI)
GEOG 140 Investigating Climate Change )
GEOG 271 Intro to Geographic Info Systems
HUMA 250 Research Methods in Social Sciences (G-WI)
INTS 250 Study Abroad
PSYC 103 Introduction to Psychology (G-WI)
PSYC 205 Research Methods
PSYC 230 Introduction to Health Psychology
PSYC 235 Dev Child Psychopathology
PSYC 245 Cognitive Psychology
PSYC 255 Abnormal Psychology
PSYC 258 Developmental Psychology (G-WI)
PSYC 265 Psychology of Sex and Gender
SOCA 103 Principles of Sociology (G-WI)
SOCA 125 Sociology of Families (G-WI)
SOCA 210 Sociology of Gender

Electives for A.A. & A.S. Degrees
All courses except: OXX-level courses; EARL221, 222
Students can take ACCT151 as their free elective if they are considering transferring in the future.

**Program Narrative:**

- Are you interested in planning, organizing or developing marketing programs, advertising campaigns or online promotions using social media? Perhaps you are also interested in a career in sales or want to work in media planning or online marketing? Marketing is a creative field that includes numerous career paths. From marketing to advertising to non-profit institutions, marketing is an essential tool, and marketing professionals find their work exciting and rewarding. The program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).
- The Marketing Program at Northampton focuses on the practical applications of both business and consumer marketing. This program emphasizes employment (specifically in a marketing or marketing-related position, upon graduation) rather than transfer to a four-year college. The program is designed to provide students with the marketing skills needed to enter into the fields of marketing, advertising, public relations, sales, retail management, media planning, customer service or online marketing upon graduation.

**Program Learning Outcomes:** Graduates of the program will be able to:

- Demonstrate an understanding of general business principles in accounting/ finance, management and marketing.
- Apply technological and design skills related to business and marketing promotion.
- Possess strong presentation and communication skills pertinent to business and life.
- Gain an understanding of business ethics and their application in business.
- Work effectively in both individual and team environments.
- Design a cohesive marketing strategy, effectively combining the marketing mix elements of product, price, promotion and place (distribution).

**Transfer Information:**

- This program runs in parallel to the Business Administration AA degree and the Business Management AAS degree for the first semester and a student can seamlessly change their major from Marketing or Business Management to the Business Administration Program without loss of credits as long as they switch before the second semester.
- Students can also complete the AAS Degree in Marketing and with the addition of the following courses also earn an AA in Business Administration and be able to easily transfer. The courses are MATH 165, BUSA201, ECON251G, ACCT151, and a 4 credit Science Elective.
- NCC has a transfer agreement with East Stroudsburg University that allows the student upon completion of their AA degree to continue their pursuit of a Bachelor of Science degree in Management/Marketing on the NCC Bethlehem campus as a matriculated East Stroudsburg student.
- Other institutions that NCC students have transferred to are: Bloomsburg University, DeSales University, Drexel University, Kutztown University, Moravian College, Pennsylvania State University(Lehigh Valley), Temple University, West Chester University

**Career Information:**

This program prepares students for various entry-level positions in Marketing, Sales, and Advertising. Potential entry-level jobs opportunities include:

- Sales Representative
- Marketing Assistant
- Social Media/ Web/ Interactive Assistant
- Sales/ Marketing Coordinator
- Event Coordinator
- Advertising Assistant
- Public Relations
- Customer Service

A 4-year degree in Business is recommended to move into higher level/ Marketing/ Management positions