

BUSINESS MANAGEMENT: MARKETING AND SALES - DEGREE

Associate of Applied Science Degree Program

General Business Advising and Information

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Marketing is a term for the ways a business connects with its customers, via product, placement, pricing, and promotion. This may include sales, product research and development, research, advertising, social media, web content and more. This MHCC degree helps students build skills in:

- Marketing and sales management.
- Professional sales and service.
- Marketing for small business.
- Global marketing.

Program Outcomes

At the completion of this program, students should be able to:

- Understand the marketing function and its role in organizations
- Identify strategic marketing alternatives, and know how to create an outline for a marketing plan
- Explain the criteria for stating good marketing objectives
- Develop capabilities to make and defend an ethical decision
- Understand and apply marketing and professional sales skills in the marketplace

Please note: All core (BA) courses must be completed within 5 years of starting the program.

General education courses (such as math, writing, health, etc.) can be taken during any term, or before starting the program.

First Quarter

Fall		Credits
BA101Z	Introduction to Business ★	4
BA131	Introduction to Business Computing ★	4
WR121Z	Composition I ★	4
MTH065 or MTH058	Beginning Algebra II ★ (or higher) or Quantitative Reasoning I	4-6
Credits		16-18

Second Quarter

Winter		
BA205	Business Communications ★	4
BA111	Introduction to Accounting ★	4

BA223	Principles of Marketing ★	4
HUM202	Ethics in the Workplace ★🌐	3
Credits		15

Third Quarter

Spring		
BA206	Management Fundamentals ★	4
BA213Z	Principles of Managerial Accounting ★	4
BA239	Advertising and Promotion	4
Elective course not already in curriculum (prefix BA, BT, HT, CIS, CS, ISTM, or SSC100)		4
Credits		16

Fourth Quarter

Fall		
BA203	Introduction to International Business	4
BA231	Introduction to Management Information Systems ★	4
BA249	Retail Management	3
BUS286	Career Management	4
Finance course: BA222 (fall) or BUS219 (spring)		3-4
Credits		18-19

Fifth Quarter

Winter		
BA226	Introduction to Business Law ★	4
BA238	Professional Sales	4
BA267 or BA265	Business Project Management ¹ or Operations Management - Workflow Analysis	3
EC201	Principles of Economics I: Microeconomics ★	4
WE280BU_	Cooperative Education Internship	2
Credits		17

Sixth Quarter

Spring		
BA224	Human Resource Management ★	3
BA250	Small Business Management ★	4
BA285	Leadership and Human Relations	3
EC202	Principles of Economics II: Macroeconomics ★	4
Health and Physical Education requirement (https://catalog.mhcc.edu/degree-certificate-requirements/aas/#health)		3
Credits		17
Total Credits		99-102

¹ BA265 Operations Management - Workflow Analysis, offered fall term only, may be substituted for BA267 Business Project Management.