Highland Community College Suggested Program of Study
Marketing (Associate in Arts)

The Marketing program provides training for those interested in planning and implementing successful marketing strategies. The person possessed of energy, ability, and the competitive urge will discover that training and development in marketing skills opens many opportunities to serve the public as well as material reward.

Course Number	Course Name	Credit Hour
Basic Skills		
BUS 130	Microcomputer Applications I	3
COL 103	College Success and Orientation	1
ENG 101	College English I	3
ENG 102	College English II	3
MAT 104	College Algebra	3
SP 106	Public Speaking	3
	PE Elective	1
Humanities		
	Humanities Elective	3
	Humanities Elective	3
	Humanities Elective	3
Social & Behavioral Science		
BUS 203	Macroeconomics	3
	Social Science Elective	3
	Social Science Elective	3
Natural & Physical Science		
	Science Elective	3
	Science w/Lab	5
Electives		
BUS 175	Strategic Communications	3
BUS 204	Microeconomics	3
BUS 205	Business Law	3
BUS 210	Marketing	3
BUS 216	Managerial Accounting	3
MAT 203	Basic Statistics	3
	Technical Electives	3

Suggested Technical Electives: BUS103 Accounting I, BUS104 Accounting II, BUS213 Business Communications, BUS230 Entrepreneurship, or BUS201Principles of Management.

Potential Employment Applications of Degree

The training offered in marketing prepares the student for occupations in the fields of retailing, advertising, purchasing, wholesaling, sales management, and marketing research.