



AAS DEGREE – CODE #0633

Susan Gorman, Program Coordinator
Email address: gormansf@alfredstate.edu

The American Marketing Association defines marketing as “the process of planning and executing the conception, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” Marketing is a fast-moving, diverse field that includes the numerous business activities required to satisfy the needs of both the consumer and the industrial buyer. Our program will help you develop a strong background in communication, management, accounting, advertising, consumer behavior, industrial marketing, and salesmanship. And the degree’s liberal arts foundation will provide you with a solid basis for the human relations elements in the study of marketing.

ADVANTAGES

Students gain a thorough understanding of many areas, including the design and implementation of a sales presentation, consumer-buying behavior, the use of technology in marketing communications, and much more.

DIRECT ENTRY INTO BACCALAUREATE DEGREE PROGRAMS

Alfred State marketing graduates may enter directly into the marketing BBA, the interdisciplinary studies BTech, the technology management BBA, or the business administration BBA program.

CONTINUING EDUCATION OPPORTUNITIES

Students may transfer directly into one of our four-year marketing degree program, which results in a BBA degree.

OCCUPATIONAL OPPORTUNITIES

- Consumer and industrial sales
- Service institutions
- Banks
- Advertising agencies
- Financial and credit agencies
- Insurance companies
- Recreational businesses
- Tourist bureaus

EMPLOYMENT STATISTICS

Employment and continuing education rate of 100 percent – 100 percent are employed.

RELATED PROGRAMS

[Accounting](#)
[Business Administration \(AS\)](#)
[Business Administration \(BBA\)](#)
[Financial Planning](#)
[Technology Management](#)

ENTRANCE REQUIREMENTS/RECOMMENDATIONS

Required: Algebra
Recommended: Geometry, Algebra 2

REQUIRED EQUIPMENT

A tier 1 laptop computer is required for students entering the marketing program. Laptop specifications are available at <http://www.alfredstate.edu/required-laptops>.

OFFICE OF ACCESSIBILITY SERVICES

Students who believe they need a reasonable accommodation to properly participate in this program may contact Melanie Ryan in the Office of Accessibility Services. This office may be contacted by email at oas@alfredstate.edu or by phone at 607-587-4506. Please keep in mind that some accommodations may take time to implement, so students seeking accommodations are encouraged to contact OAS as early as possible.

MARKETING - AAS DEGREE

TYPICAL FOUR-SEMESTER PROGRAM

First			
MKTG	2073	Principles of Marketing	3
XXX	xxx3	Gen Ed Natural Science Elective	3
CISY	xxx3	Info Technology Elective	3
COMP	1503	Writing Studies	3
MATH	xxx3	Gen Ed Math Elective	3
			15
Second			
LITR	2503	Identity and Literature	3
BUAD	2033	Business Communication	3
MKTG	1063	Principles of Sales	3
MATH	xxx3	Math Elective	3
GLST	2113	Global & Diverse Perspectives	3
			15
Third			
BUAD	3043	Business Law I	3
ECON	1013	Principles of Macroeconomics	3
MKTG	1033	Advertising Principles	3
BUAD	3153	Fundamentals of Management	3
ACCT	1124	Financial Accounting	4
			16
Fourth			
BUAD	4053	Business Law II	3
ECON	2023	Principles of Microeconomics	3
ACCT	2224	Managerial Accounting	4
MKTG	3203	Digital Marketing Fundamentals	3
BUAD	4203	Intro Personal Financial Plan	3
			15

GRADUATION REQUIREMENTS

62 semester hours with a 2.0 cumulative index

END-OF-PROGRAM EXAM REQUIREMENTS

All students are required to complete an end-of-program exam. This exam will be taken in the capstone course for the student’s specific program in MKTG 3153 Web Design & Marketing. The end-of-program exam will also be considered an assignment in the capstone course. The benefit of taking the end-of-program exam is to test the student’s knowledge at the time of graduation. Students may include the progress from the end-of-program exams on their resume. Taking the end-of-program exam will have some fees, which are currently \$23 per exam. Exams will be taken once and they will impact the student’s capstone course grade by 5%. Please refer to the syllabi for the relevant capstone course to know the grading scale for the end-of-program exam.

The end-of-program exams are **required**, *not optional*.

Information on how to take the exams will be given in the course prior to the end-of-program exam.

How should I prepare for the assessment exam?

The comprehensive end-of-program exam covers topics taught throughout the degree program, which are aligned to the topics required for accreditation. The preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational knowledge areas for your discipline.