



AAS DEGREE – CODE #0633

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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 business administration BBA, the interdisciplinary studies BTech, or the technology management BBA degree program at Alfred State.

CONTINUING EDUCATION OPPORTUNITIES

Students may transfer directly into one of our own BBA degree programs or to another college. Although not limited to these schools, common transfer institutions include Alfred University, St. Bonaventure University, Rochester Institute of Technology, St. John Fisher College, SUNY at Albany, University at Buffalo, SUNY College at Brockport, SUNY College at Fredonia, SUNY College at Geneseo, SUNY College at Oneonta, SUNY College at Oswego, SUNY at Binghamton, Canisius College, Niagara University, and Hilbert College.

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

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.

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>.

MARKETING - AAS DEGREE

TYPICAL FOUR-SEMESTER PROGRAM

First			
MKTG	2073	Principles of Marketing	3
ACCT	1124	Financial Accounting	4
CISY	xxx3	Computer Elective	3
COMP	1503	Freshman Composition	3
MATH	xxx3	Math Elective	3
			16
Second			
ACCT	2224	Managerial Accounting	4
BUAD	2033	Business Communication	3
BUAD	3153	Fundamentals of Management	3
MATH	xxx3	Math Elective	3
GLST	2113	Global Perspectives: Spl Topic	3
			16
Third			
BUAD	3043	Business Law I	3
ECON	1013	Principles of Macroeconomics	3
MKTG	1033	Advertising Principles	3
BUAD	4203	Intro Personal Financial Plan	3
XXXX	xxx3	Gen. Ed. Natural Science Elective	3
			15
Fourth			
BUAD	4053	Business Law II	3
ECON	2023	Principles of Microeconomics	3
MKTG	1063	Principles of Sales	3
MKTG	3153	Web Design & Marketing	3
XXXX	xxx3	Business or Computer Elective	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.