

ASSOCIATE IN SCIENCE - BUSINESS ADMINISTRATION, MARKETING SPECIALIZATION

Previous Degree Required: HS Diploma

Eligible for Financial Aid: Yes

Delivery Method(s): Campus, Hybrid, and 100% Online

Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online

Additional Limited Access Application Process Required: No

Program Testing Requirements: Assessment in Reading, Writing, and Math

Academic Community: BUSN

Program Code: BUASMRKT

Classification of Instructional Programs (CIP) Code: 52.0201

Florida Department of Education CIP Code: 1552020102

Refer to the [Associate in Science Degree Programs](#) overview to find information about admission, graduation, general education and other requirements. Students who need technical electives will work with a bachelor's advisor to determine the courses best suited to their plan of study.

Visit the [program page](#) for more information.

Specialization Requirements

Code	Title	Credit Hours
General Education Courses		
ENC 1101	Composition 1	3
	Humanities Core Requirement	3
	Mathematics Core Requirement ¹	3
	Natural Science Core Requirement	3
	Social/Behavioral Science/Core-Civic Literacy Requirement	3
Major Courses		
ACG 2021	Financial Accounting	3
BUL 2241	Business Law 1	3
CGS 2100	Microcomputer Applications	3
ECO 2013	Principles of Economics 1 (Macroeconomics)	3
GEB 1011	Introduction to Business	3
MAN 2021	Business Management Principles	3
Marketing Specialization		
ADV 2000	Advertising	3
ECO 2023	Principles of Economics 2 (Microeconomics)	3
FIN 2000	Principles of Finance	3
GEB 2350	Principles of International Business	3
MAR 2011	Marketing Principles	3
MAR 2720	Marketing on the Internet	3
MKA 1021	Principles of Selling	3
Technical Electives		
	Select 6 Technical Elective credits ²	6
Total Credit Hours		60

Satisfy the [civic literacy competency](#) requirement

¹ University transfer students must take MAC 1105 College Algebra

² Courses with an ACG, ADV, BUL, ECO, ENT, FIN, GEB, MAN, MAR, MKA, MNA, REE, SBM, or TAX prefix may be used as technical electives as long as they are not being used to fulfill program requirements.

Learning Outcomes

1. Prepare financial statements based on analysis of business transactions
 - *Supports Core Ability: Process Information*
2. Demonstrate proficiency in a variety of mathematical operations relevant to business using scientific and quantitative reasoning
 - *Supports Core Ability: Think Critically and Solve Problems*
3. Demonstrate knowledge of fiscal and monetary policies
 - *Supports Core Ability: Process Information*
4. Practice decision making using the practical concept of marginalism
 - *Supports Core Ability: Think Critically and Solve Problems*
5. Evaluate organizational communications including internal and external communication methods and best practices.
 - *Supports Core Ability: Communicate Effectively*