

MARKETING SPECIALIZATION - BUSINESS ADMINISTRATION, ASSOCIATE IN SCIENCE

Program Code: BUASMRKT

Meta-Major: BUSN

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

Delivery Method(s): On-Campus, Hybrid, Online

Previous Degree Required: HS Diploma

Eligible for Financial Aid: Yes

Additional Limited Access Application Process Required: No

Program Testing Requirements: CPT - Common Placement Test (PERT, ACCUPLACER, SAT, ACT)

Classification of Instructional Programs (CIP) Code: 52.0201

Florida Department of Education CIP Code: 1552020102

Students can only select one major and one specialization.

[Visit the program page for more details and how to apply.](#)

Specialization Requirements

Code	Title	Credit Hours
General Education Courses		
ENC 1101	Composition 1	3
	Humanities Requirement	3
	Mathematics Requirement ¹	3
	Natural Science Requirement	3
	Social/Behavioral Science 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 12 Technical Elective credits ²	6
Total Credit Hours		60

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 in specializations may be used as technical electives as long as they are not being used to fulfill specialization requirements.

Learning Outcomes: Business Administration A.S.

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