



DAVIS COLLEGE

4747 Monroe Street
Toledo, OH 43623

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Marketing Associate Degree

The Marketing Associate Degree program focuses on satisfying customers' needs in today's economy with an emphasis on the creation, distribution, promotion, and pricing of products and services in a dynamic environment. Students will develop skills and knowledge in business law, management, and communications as it relates to marketing.

Upon completion of the Associate of Applied Business degree with a major in Marketing, the Davis College graduate will be prepared to:

- Articulate a strong understanding of the marketing concept, marketing strategy, marketing orientation, and value-driven marketing.
- Identify and participate in the process of marketing management.
- Demonstrate an understanding of ethical and social responsibility in improving marketing performance.
- Understand the nature of global marketing.
- Develop effective sales presentations and sales promotions.
- Examine the impact of technology on marketing.
- Use oral and written communication skills to interact effectively in the work environment.
- Apply the principles and intentions of the General Education and Business Core purposes.

Mid-Program Assessment

When a student has completed approximately 45 hours in the Marketing program, including ACC101 and MGT102, he/she will participate in an interview with the Department Chairperson and/or Department faculty. This interview will focus on assessing the skills the student is learning to determine adequate progression in the program and will allow the student the opportunity to determine a focus for the remainder of the program.

Program Outline

Course No.	Course Title	Cr. Hrs.
ACC101*	Accounting Principles I	4
MGT102*	Introduction to Business	5
MGT105	Business Law	4
MGT118	Special Event Management	3
MGT---	Management Elective (MGT211 or MGT213)	4
MKT201	Marketing	5
MKT206	Principles of Selling	4
MKT---	Marketing Electives (MKT203, MKT212, MKT222)	8
MKT221	Referral-Based Marketing	4
MKT230	Integrated Marketing Communications	4
MKT239	Visual Merchandising	4
MKT250	Marketing Externship	4
OAM223	Business Communications	4
COM121	Composition I	5
COM122	Composition II	4
COM---	Communication Elective (COM201 or COM202)	4
HUM ---	Humanities Elective	3
MTH102	Introductory Algebra I	5
SCI---	Science Elective	3
SSC201	Economics	4
SSC ---	Social Science Elective	4
IDS110*	Forum on Technology and Resources	5
Total Program Credit Hours		94

*Required as part of 45 hours completed before Mid-Program Assessment