

Associate of Applied Business in Business Management

Graduates of the marketing degree are skilled in marketing, small business management, salesmanship and advertising, as well as accounting, supervision and decision making. Graduates are qualified for a position as a manager or assistant manager of a retail store, franchise outlet or department store. Graduates may also work as managers or supervisors of other organizations.

Career Outlook

Employment in marketing and retail, both nationally and in the state of Ohio, is expected to grow. The main employers in marketing and retail management are grocery stores, automotive dealerships, clothing stores, and department stores.



Business & Public Services Division



Jason Rickenberg, M.B.O.L, M.B.A.
Dean

Questions:

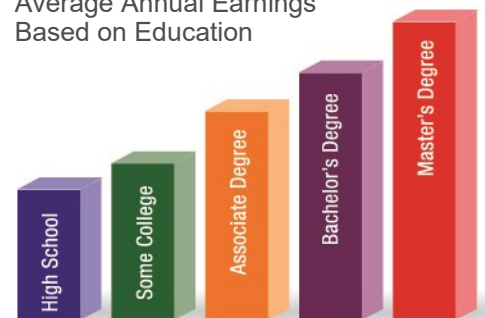
NSCC Admissions Office
(419) 267-1320
admissions@NorthwestState.edu

www.NorthwestState.edu

2020-2021

Education Pays

Average Annual Earnings
Based on Education



Based on data from the Bureau of Labor Statistics

NSCC is accredited by:
The Higher Learning Commission
(312) 263-0456
www.ncahigherlearningcommission.org

PROGRAM SEQUENCE

First Semester		Credits
BUS101	Introduction to Business	3
CIS114	Microsoft Applications	3
ECO212	Microeconomics	3
ENG111	Composition I	3
+ VCT210	Essentials of Social Media	3
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Second Semester		Credits
+ MKT230	Professional Selling	3
ECO211	Macroeconomics	3
+ BUS211	Business Communications	3
+ MGT120	Supervision	3
+ MKT110	Marketing	3
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Third Semester		Credits
+ ACC111	Financial Accounting	3
+ MKT210	Advertising	3
CIS113	Microsoft Excel	3
STA120	Intro to Statistics	3
	Social Behavioral Science Elective	3
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Fourth Semester		Credits
+ BUS221	Business Law	3
+ ACC112	Managerial Accounting	3
+ MGT230	Retail Management	3
+ MKT225	Marketing Research	3
	Natural Science Elective	3-4
	Humanities Elective	3
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		18-19

Total Program Credit Hours **63-64**

+ Students must attain a 2.00 grade point average in these technical courses to graduate.