

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



Questions:

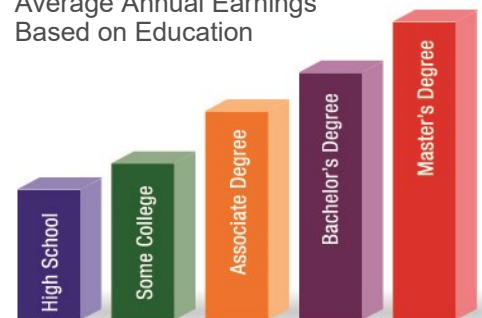
NSCC Admissions Office
(419) 267-1320
admissions@NorthwestState.edu

www.NorthwestState.edu

2019-2020

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
	Mathematics Elective	3
		<hr/> 15

Second Semester		Credits
ECO211	Macroeconomics	3
ENG112	Composition II	3
+ MGT120	Supervision	3
+ MKT110	Marketing	3
	Natural Science Elective	3
		<hr/> 15

Third Semester		Credits
+ ACC111	Financial Accounting	3
+ BUS221	Business Law	3
+ MKT210	Advertising	3
	Computer Elective	3
	Social Behavioral Science Elective	3
		<hr/> 15

Fourth Semester		Credits
+ ACC112	Managerial Accounting	3
+ BUS211	Business Communications	3
+ MGT230	Retail Management	3
+ MGT280	Business Climate Analysis	3
+ MKT230	Salesmanship	3
	Humanities Elective	3
		<hr/> 18

Total Program Credit Hours **63**

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