

# BUSINESS ADMINISTRATION (A.S.), MARKETING SPECIALIZATION

**Previous Degree Required:** HS Diploma  
**Eligible for Financial Aid:** Yes  
**Delivery Method(s):** Campus, Hybrid, and 100% Online  
**Location(s):** All campuses and online  
**Limited Access:** 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

This is a specialization of the Business Administration Associate in Science degree.

Refer to the [Business Administration, A.S.](#) overview to find information about this degree, including imbedded College Credit Certificates.

Students should work with an advisor to determine the courses best suited to their plan of study.

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

## Program of Study

Code	Title	Credit Hours
<b>General Education Courses</b>		
ENC 1101	Composition 1	3
	<a href="#">Humanities Core Requirement</a>	3
	<a href="#">Mathematics Core Requirement</a> <sup>1</sup>	3
	<a href="#">Natural Science Core Requirement</a>	3
	<a href="#">Social/Behavioral Science/Core-Civic Literacy Requirement</a>	3
<b>Major Courses</b>		
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
<b>Marketing Specialization Courses</b>		
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
<b>Technical Electives</b>		

Select 6 Technical Elective credits. 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.

**Total Hours:** 60

**Note:** In accordance with Florida Statute and Florida Administrative Code, students must satisfy the [Civic Literacy Graduation Requirement](#).

<sup>1</sup> University transfer students must take [MAC 1105](#) College Algebra

## Course Sequence

Below is the recommended sequence for taking courses in this degree. Using this guide and meeting with your assigned advisor each term is the key to successful program completion.

Please note that course prerequisites, including required developmental math, reading, or writing, need to be completed to continue on to the more advanced course. Click on the course number to see the requirements.

Code	Title	Credit Hours
ENC 1101	Composition 1	3
GEB 1011	Introduction to Business	3
	Technical Elective <sup>1</sup>	3
	<a href="#">Social/Behavioral Science/Core-Civic Literacy Requirement</a>	3
ADV 2000	Advertising	3
BUL 2241	Business Law 1	3
CGS 2100	Microcomputer Applications	3
	<a href="#">Mathematics Core Requirement</a>	3
ACG 2021	Financial Accounting	3
MAN 2021	Business Management Principles	3
MAR 2011	Marketing Principles	3
MAR 2720	Marketing on the Internet	3
ECO 2013	Principles of Economics 1 (Macroeconomics)	3
FIN 2000	Principles of Finance	3
MKA 1021	Principles of Selling	3
	<a href="#">Natural Science Core Requirement</a>	3
ECO 2023	Principles of Economics 2 (Microeconomics)	3
GEB 2350	Principles of International Business	3
	<a href="#">Humanities Core Requirement</a>	3
	Technical Elective <sup>1</sup>	3
<b>Total Hours:</b>		<b>60</b>

<sup>1</sup> Select six credit hours from the Technical Electives list in the Program of Study.

## Learning Outcomes

- Prepare financial statements based on analysis of business transactions
  - Core Ability Supported: Process Information*
- Demonstrate proficiency in a variety of mathematical operations relevant to business using scientific and quantitative reasoning
  - Core Ability Supported: Think Critically and Solve Problems*

3. Demonstrate knowledge of fiscal and monetary policies
  - *Core Ability Supported: Process Information*
4. Practice decision making using the practical concept of marginalism
  - *Core Ability Supported: Think Critically and Solve Problems*
5. Evaluate organizational communications including internal and external communication methods and best practices
  - *Core Ability Supported: Communicate Effectively*