



# Associate of Arts - Marketing Concentration

## About this Degree

The Associate of Arts with a concentration in marketing is an undergraduate academic degree earned by students who complete the General Education block requirement (37 credits) and selected courses in business and marketing (24 credits). The program of study is designed to be completed in two years. It aims to give students the basic technical and academic knowledge and transferable skills they need to pursue employment or further their studies in marketing.

Completion of this degree is beneficial to students who are pursuing a career field requiring an AA degree or desiring to work toward a four-year bachelor's degree later.

## Contact Information

### Department Chair

Brenda Tyre, [brenda.tyre@vcsu.edu](mailto:brenda.tyre@vcsu.edu), (701) 845-7515

### Faculty Contact

Tammy Katuin, [tammy.katuin@vcsu.edu](mailto:tammy.katuin@vcsu.edu)  
([tammykatuin@vcsu.edu](mailto:tammykatuin@vcsu.edu)), (701) 845-7513

### Department Location

Vangstad 125, (701) 845-7515

### Schedule your visit today!

<http://visit.vcsu.edu/>

(701) 845-7101 or (800) 532-8641, ext. 7101

## About VCSU

### Our Foundation

VCSU isn't just a place to get an education – it's a community built on tradition that is powered by bright, innovative students who bring new ideas and potential.

### Our Students

Here, students can be individuals and embrace their genuine selves while taking advantage of opportunities only VCSU can provide. Take a look at our unique make-up of individuals from all over the globe and different backgrounds, and see what makes us a favored landing place for talented students. VCSU is a launchpad that will help students leap into their careers or prepare them for graduate-level education.

## Business Department Mission

The Department of Business will offer learner-centered business programs that prepare students for careers in a diverse and ever-changing global economy by developing the skills employers identify as vital.

## Requirements

| Code                                     | Title                                            | Credits |
|------------------------------------------|--------------------------------------------------|---------|
| <b>English Composition</b>               |                                                  |         |
| Select one of the following:             |                                                  | 6       |
| ENGL 110                                 | College Composition I                            |         |
| ENGL 120                                 | College Composition II                           |         |
|                                          | or ENGL 121 Introduction to Professional Writing |         |
| or                                       |                                                  |         |
| ENGL 120                                 | College Composition II                           |         |
|                                          | or ENGL 121 Introduction to Professional Writing |         |
| ENGL 210                                 | College Composition III: Persuasive Writing      |         |
| <b>Speech Communication</b>              |                                                  |         |
| Select one of the following:             |                                                  | 3       |
| COMM 110                                 | Fundamentals of Public Speaking                  |         |
| COMM 212                                 | Interpersonal Communication                      |         |
| COMM 216                                 | Intercultural Communication                      |         |
| <b>Mathematics</b>                       |                                                  |         |
| Select one of the following:             |                                                  | 3       |
| MATH 103                                 | College Algebra                                  |         |
| MATH 104                                 | Finite Mathematics                               |         |
| MATH 107                                 | Precalculus                                      |         |
| MATH 110                                 | Mathematics in Society                           |         |
| MATH 165                                 | Calculus I                                       |         |
| MATH 210                                 | Elementary Statistics                            |         |
| <b>Lab Science</b>                       |                                                  |         |
| Select one of the following:             |                                                  | 4       |
| Natural and Physical Sciences (ND:LABSC) |                                                  |         |
| BIOL 111                                 | Concepts of Biology                              |         |
| BIOL 150                                 | General Biology I                                |         |
| BIOL 151                                 | General Biology II                               |         |
| BIOL 170                                 | General Zoology                                  |         |
| CHEM 115                                 | Introductory Chemistry                           |         |
| CHEM 116                                 | Introduction to Organic and Biochemistry         |         |
| CHEM 121                                 | General Chemistry I                              |         |
| CHEM 122                                 | General Chemistry II                             |         |
| GEOL 100                                 | Introduction to Earth Science                    |         |
| GEOL 106                                 | The Earth Through Time                           |         |
| PHYS 100                                 | Concepts of Physics                              |         |
| PHYS 110                                 | Introductory Astronomy                           |         |
| PHYS 211                                 | College Physics I                                |         |
| PHYS 212                                 | College Physics II                               |         |
| PHYS 251                                 | University Physics I                             |         |
| PHYS 252                                 | University Physics II                            |         |
| Additional Sciences (ND:SCI)             |                                                  |         |



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|          |                                     |
|----------|-------------------------------------|
| PSYC 240 | Cognition and Brain Science         |
| TECH 161 | Technology, Engineering, and Design |
| TECH 165 | Technology Solutions for Society    |

**Computer Science and Literacy**

Select one of the following: 3

|         |                                                     |
|---------|-----------------------------------------------------|
| CIS 147 | Principles of Information Security                  |
| CIS 170 | Introduction to Computer Information Systems<br>1,2 |

|          |                                                         |
|----------|---------------------------------------------------------|
| CSCI 120 | Introduction to Programming                             |
| CSCI 127 | Introduction to Programming in Java                     |
| CSCI 160 | Introduction to Structured Programming I                |
| CSCI 289 | Social Implications of Computer Technology <sup>2</sup> |
| SE 110   | Discovering Computing                                   |

**Humanities & Fine Arts**

Select a total of 6 credits from two different prefixes: 6

|          |                                              |
|----------|----------------------------------------------|
| ART 110  | Introduction to the Visual Arts              |
| ART 115  | Introduction to Digital Media                |
| ART 210  | Art History I                                |
| ART 211  | Art History II                               |
| ART 233  | History of Craft                             |
| ASL 101  | American Sign Language I                     |
| ASL 102  | American Sign Language II                    |
| COMM 211 | Oral Interpretation                          |
| ENGL 220 | Introduction to Literature                   |
| ENGL 225 | Introduction to Film                         |
| ENGL 231 | Bible as Literature                          |
| ENGL 232 | Mythology                                    |
| ENGL 236 | Women and Literature                         |
| ENGL 241 | World Literature I                           |
| ENGL 242 | World Literature II                          |
| ENGL 261 | American Literature I                        |
| ENGL 262 | American Literature II                       |
| HUM 201  | Civilization, Thought, and Literary Heritage |
| HUM 202  | Fine Arts and Aesthetics                     |
| MUS 100  | Music Appreciation                           |
| MUS 101  | Music Fundamentals                           |
| MUS 130  | Valkyries                                    |
| MUS 131  | Concert Choir                                |
| MUS 140  | Athletic Band                                |
| MUS 141  | Concert Band                                 |
| MUS 201  | World Music                                  |
| MUS 207  | History of Popular/Rock Music                |
| PSYC 200 | Ethics and Philosophy of Science             |
| SPAN 101 | 1st Year Spanish I                           |
| SPAN 102 | 1st Year Spanish II                          |
| SPAN 201 | 2nd Year Spanish I                           |
| SPAN 202 | 2nd Year Spanish II                          |
| THEA 110 | Introduction to Theatre Arts                 |

**Social Science**

Select two of the following: 6

|          |                                           |
|----------|-------------------------------------------|
| COMM 112 | Understanding Media and Social Change     |
| COMM 114 | Human Communication                       |
| ECON 201 | Principles of Microeconomics <sup>1</sup> |
| ECON 202 | Principles of Macroeconomics <sup>1</sup> |
| GEOG 151 | Human Geography                           |
| HIST 103 | United States to 1877                     |
| HIST 104 | United States to Present                  |
| HIST 211 | World Civilizations to 1500               |

|          |                                |
|----------|--------------------------------|
| HIST 212 | World Civilizations since 1500 |
| HIST 267 | Environmental History          |
| HIST 270 | Native American Studies        |
| POLS 115 | American National Government   |
| POLS 116 | State and Local Government     |
| PSYC 111 | Introduction to Psychology     |
| SOC 110  | Introduction to Sociology      |
| SOC 111  | Introduction to Anthropology   |

**Additional Requirements**

Select any additional course from Mathematics, Lab Science, or Technology: 3

Select any additional course from the Humanities & Fine Arts or Social Science categories: 3

**Required Courses**

|          |                            |   |
|----------|----------------------------|---|
| ACCT 200 | Elements of Accounting I   | 3 |
| ACCT 201 | Elements of Accounting II  | 3 |
| BUSI 214 | Business Communications    | 3 |
| MGMT 269 | Business Ethics            | 3 |
| MGMT 302 | Principles of Management   | 3 |
| MRKT 301 | Principles of Marketing    | 3 |
| MRKT 310 | Digital Marketing          | 3 |
| MRKT 370 | Advertising and Promotions | 3 |

**Total Credits** **61**

<sup>1</sup> Required

<sup>2</sup> Course satisfies the Digital Literacy graduation requirement.

**Total General Education 37 Hrs**

**Total Concentration Requirement 24 Hrs**

**Total Credits Needed to Graduate 61 Hrs**

For degree and graduation requirements, visit degree requirements and graduation requirements (<http://catalog.vcsu.edu/undergraduate-catalog/academic-affairs/degree-requirements/>).

**First Year**

| <b>Fall</b>          | <b>Credits</b> | <b>Spring</b>            | <b>Credits</b> |
|----------------------|----------------|--------------------------|----------------|
| ACCT 200             | 3              | ACCT 201                 | 3              |
| CIS 170 (Gen Ed)     | 3              | BUSI 214                 | 3              |
| ENGL 110 (Gen Ed)    | 3              | ENGL 125 or 120 (Gen Ed) | 3              |
| Mathematics (Gen Ed) | 3              | Lab Science (Gen Ed)     | 4              |
| MGMT 269             | 3              | MRKT 301                 | 3              |
| <b>15</b>            |                | <b>16</b>                |                |

**Second Year**

| <b>Fall</b>                     | <b>Credits</b> | <b>Spring</b>                                                           | <b>Credits</b> |
|---------------------------------|----------------|-------------------------------------------------------------------------|----------------|
| ECON 201 (Gen Ed)               | 3              | Additional Humanities & Fine Arts or Social Science (Gen Ed)            | 3              |
| Humanities & Fine Arts (Gen Ed) | 3              | Additional Math, Lab Science, or Computer Science and Literacy (Gen Ed) | 3              |
| MGMT 302                        | 3              | ECON 202 (Gen Ed)                                                       | 3              |
| MRKT 370                        | 3              | Humanities & Fine Arts (Gen Ed)                                         | 3              |



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# Program Fact Sheet

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|                               |   |           |   |
|-------------------------------|---|-----------|---|
| Speech Communication (Gen Ed) | 3 | MRKT 310  | 3 |
| <b>15</b>                     |   | <b>15</b> |   |
| <b>Total Credits 61</b>       |   |           |   |