



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 and Faculty Contact

Tammy Katuin, tammy.katuin@vcsu.edu, (701) 845-7513

Department Location

Vangstad 120, (701) 845-7513

Schedule your visit today!

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

(701) 845-7101 or (800) 532-8641

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
English Composition		
Select one of the following:		6
ENGL 110	College Composition I	
ENGL 120	College Composition II	
	or ENGL 12!Introduction to Professional Writing	
or		
ENGL 120	College Composition II	
	or ENGL 12!Introduction to Professional Writing	
ENGL 210	College Composition III: Persuasive Writing	
Speech Communication		
Select one of the following:		3
COMM 110	Fundamentals of Public Speaking	
COMM 212	Interpersonal Communication	
COMM 216	Intercultural Communication	
Mathematics		
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	
Lab Science		
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)		
PSYC 240	Cognition and Brain Science	
TECH 161	Technology, Engineering, and Design	
TECH 165	Technology Solutions for Society	



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Computer Science and Literacy

Select one of the following: 3

CIS 147	Principles of Information Security
CIS 170	Introduction to Computer Information Systems ^{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 ²
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 ¹
ECON 202	Principles of Macroeconomics ¹
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**

¹ Required

² 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

Fall	Credits	Spring	Credits
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
15		16	

Second Year

Fall	Credits	Spring	Credits
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
15		15	
Total Credits 61			