

MARKETING MANAGEMENT-TRANSFER OPTION – B082

A.S. in Marketing Management

(80% of degree available on-line)

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The Marketing Management Transfer Option prepares students for entry-level careers in sales, customer service, retailing, and any position with extensive customer interface. Within this option, a student can fulfill the requirements of the Massachusetts Transfer Compact by opting to take humanities electives instead of business electives. Under the Compact, students fulfill their general education requirements for any baccalaureate state institution to which they might transfer. Students transferring to the Isenberg School of Management at the University of Massachusetts Amherst, or to a business program at Westfield State College should choose Business Administration Transfer as a major.

Comp. In Prog/ Term	Course Number	Course Name	Course Credits
	GENERAL EDUCATION REQUIREMENTS		20
_____	ENG 101	Language and Literature I	3
_____	ENG 102	Language and Literature II	3
_____	ECN 101	Economics I	3
_____	ECN 102	Economics II	3
_____	_____	Laboratory Science (D) - ESC 111	4
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BIO 103 or BIO 111 or ENV 120, 137, 138, 140 require an on-site lab			
	PROGRAM REQUIREMENTS		29-30
_____	ACC 111	Principles of Accounting I ¹	4
_____	ACC 112	Principles of Accounting II	4
_____	BUS 115	Computer Applications <u>or</u>	
_____	CSI 111	Computer Concepts w/Applications ²	3-4
_____	COM 111	Introduction to Electronic Media	3not available on-line
_____	MGT 230	Principles of Management	3
_____	MKT 110	Principles of Retailing	3
_____	MKT 226	Principles of Advertising (Spring)	3
_____	MKT 227	Customer Service and Sales	3
_____	MKT 240	Principles of Marketing	3
	PROGRAM ELECTIVES		12-13
_____	_____	Humanities Electives ³ (C) <u>or</u>	
		Business Electives	6
Humanities Electives: COM 121, ENG217, ENG 218, ENG 223, ENG 224, ENG 225, ENG 226\ HIS 111, HIS 112, MUS 106			
Business Electives: ACC 205, BUS 215, BUS 220, BUS 245, BUS 253/CSI 253, CSI 252, HFM 101, HFM 102, HFM 232, MGT 231, MGT 235, MKT 226, MKT 227			
_____	_____	MTH Elective (D)	³ / ₄
MTH 104 or MTH 142 or MTH 150 or MTH 155			
_____	_____	Social Science Elective (B)	3
CRJ 117, CRJ 208, ECN 101, ECN 102, HSV 208, POL 110, PSY 110, PSY 215, PSY 216, PSY 217 SOC 110, SOC 130, SOC 208, SOC 213, SOC 214, SOC 220			
			Total Credits 61-62

NOTES:

¹ Prerequisite: Eligibility for MTH 085. Students not eligible for MTH 085 must take MTH 075 as a prerequisite to ACC 111.

²Eligible for ENG 101.

³ Students transferring under the Transfer Compact to UMass or any other Massachusetts state college or university **MUST** take nine (9) credits of Humanities (C) courses. Students planning to transfer to other four-year institutions should check with either their academic advisor or the Transfer Affairs Coordinator in selecting their courses.