

RETAIL MANAGEMENT-CAREER OPTION – B081

A.S. in Marketing Management

(80% of degree available on-line)

Program Information: Anne Potter, 552-2347, apotter@hcc.mass.edu

On-line Information: Gloria DeFillipo, Dean of Distance Education, 552-2236, gdefillipo@hcc.mass.edu

The Marketing Management Program prepares students for various types of managerial positions in the field of marketing. The Retail Management Career Option provides a foundation for careers in retail-store management. The program includes a six-credit field experience that often becomes the basis for full-time employment after graduation. All Holyoke Community College business degree programs are accredited by the Association of Collegiate Business Schools and Programs. HCC is one of only three community colleges in Massachusetts with this certification.

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
___	___	_____ 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 208, SOC 213, SOC 214, SOC 220			
___	___	_____ Laboratory Science (D) - ESC 111	4
___	___	_____ Laboratory Science (D) -	4
BIO 103 or BIO 111 or ESC 111 ENV 120, 137, 138, 140 require an on-site lab			
PROGRAM REQUIREMENTS			34-35
___	___	ACC 111 Principles of Accounting I ¹	4
___	___	BUS 115 Computer Applications or	
___	___	CSI 111 Computer Concepts w/Applications ²	3-4
___	___	MGT 230 Principles of Management	3
___	___	MGT 231 Human Resource Management	3
___	___	MKT 110 Principles of Retailing	3
___	___	MKT 211 Field Experience ³	6not available on-line
___	___	MKT 226 Principles of Advertising (Spring)	3
___	___	MKT 227 Customer Service & Sales	3
___	___	MKT 240 Principles of Marketing	3
___	___	SPE 120 Fundamentals of Speech	3not available on-line
PROGRAM ELECTIVES			9-10
___	___	_____ Business Elective	3
___	___	_____ General Elective (any on-line course)	3
___	___	_____ Math Elective (D) or MTH 104 or MTH 142 or MTH 150 or MTH 155	
___	___	BUS 170 Business Math	3-4
Total Credits			63-65

NOTES:

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

²Eligible for ENG 101. ³Prerequisite: MKT 110.