

GLOUCESTER COUNTY COLLEGE  
**MARKETING AND MANAGEMENT**  
**Information Systems Option**  
**Associate in Applied Science (A.A.S.) – Career**  
**Program Requirements**

The purpose of this career program is to provide the knowledge and skills necessary for success in the fields of marketing and management in today's computerized environment. This program is designed for students to begin careers in marketing or management, with middle management responsibilities that involve the use of computerized information systems. Students who have completed the program will be able to:

- Prepare a marketing strategy and write a marketing plan
- Explain and use a decision making process
- Develop and deliver a sales presentation
- Prepare an advertising campaign
- Explain the role of management, human resources, and finance in business
- Understand the rule of Information Systems in Marketing and Management

**Required Core and Elective Courses**

<u>Communications</u>		<u>Credits</u>
ENG 101*	English Composition I	3
ENG 102*	English Composition II	3
 <u>Humanities</u>		
____	Humanities Electives	3
____	Humanities Electives	3
 <u>Social Science</u>		
ECO ____	Economics Elective	3
____	Social Science Elective	3
 <u>HPE</u>		
HPE ____	Physical Education Elective	1-3
 <u>Mathematics</u>		
MAT ____	Mathematics Electives	3
MAT ____	Mathematics Electives	3
 <u>Business</u>		
BUS 101	Introduction to Business	3
BUS 102	Accounting I	4
BUS 107	Business Law I	3
BUS 221	Principles of Marketing	3
BUS 231	Principles of Management	3
BUS 223	Principles of Selling	3
BUS 225	Principles of Advertising	3
CIS 254	Internet Marketing	3
 <b>or</b> 		
 <u>Business – Information Systems</u>		
CIS 102	Introduction to Computers	4
CIS 107	Concepts of Information Systems	3
CIS 120	Spreadsheets – EXCEL	4
CIS 230	System Analysis and Design	3
CIS 210	Relational Databases	4
 <u>Cooperative Education</u>		
CEP 205	Co-op Education Work Experience	2

**TOTAL MINIMUM CREDITS:            67-69**

\*Formerly COM 101 / 102

Date of last revision: 08/11

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**Four Semester Sequence of Courses**

<b><u>FIRST YEAR - Fall Semester</u></b>	<b><u>Credits</u></b>
___ ENG 101*      English Composition I	3
___ BUS 101      Introduction to Business	3
___ BUS 102      Accounting I **	4
___ CIS 102      Introduction to Computers	4
___ MAT ___      Mathematics Elective	3
	<b>17</b>
<b><u>Spring Semester</u></b>	
___ COM 102*      English Composition II	3
___ MAT ___      Mathematics Elective	3
___ BUS 221      Principles of Marketing	3
___ BUS 231      Principles of Management	3
___ CIS 107      Concepts of Information Systems	3
___ HPE ___      Physical Education Elective	1-3
	<b>16-18</b>
<b><u>SECOND YEAR - Fall Semester</u></b>	
___ BUS 107      Business Law I	3
___ BUS 223      Principles of Selling	3
___ BUS 225      Principles of Advertising	3
___ ___      Humanities Elective	3
___ CIS 120      Spreadsheets - EXCEL	4
___ CIS 210      Relational Databases	4
	<b>17</b>
<b><u>Spring Semester</u></b>	
___ CIS 254      Internet Marketing	3
___ CIS 203      System Analysis and Design	3
___ ECO ___      Economics Elective	3
___ ___      Humanities Elective	3
___ ___      Social Science Elective	3
___ CEP 205      Co-op Education Work Experience	2
	<b>17</b>
<b><u>TOTAL MINIMUM CREDITS:</u></b>	<b>67-69</b>

\*Formerly COM 101 / 102

\*\*Students with prior experience may substitute a business elective with the approval of the Business and Technology Division Dean after successfully completing a placement exam.