

BCCC

Baltimore City Community College



BUSINESS, MARKETING

Area of Concentration
Associate of Applied Science

Business program students have the option to concentrate in Business Marketing or Business Management. Students in the Business Marketing Concentration learn:

- How to deliver value and satisfaction to customers
- Conduct market research and use information for fast, accurate decisions to get the competitive edge
- How to actively listen, an important communication skill
- Practice and apply critical thinking, creative thinking, innovative techniques, and brand management to promote customer relationships and long-term success
- Use cultural diversity, ethical and social responsibility to improve relationships with customers and the community

Graduates qualify for transfer into a bachelor's degree program and are prepared to work in entry-level trainee positions in business, industry, government, and non-profit organizations.

Learn more at
bccc.edu/businessmarketing

BUSINESS, MARKETING

Area of Concentration

60 credit hours

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CAREER OPTIONS

- Brand Manager
- Marketing Analyst
- Marketing Director
- Marketing Manager
- Marketing Specialist
- Product Manager
- Social Media Coordinator

BCCC'S ADVANTAGE

- Small class size
- Virtual & remote learning
- Majority of graduates transfer to a bachelor's degree program or find job placements

APPLY TODAY
bccc.edu/apply

SUGGESTED SEQUENCE OF COURSES

Every degree-seeking student must complete the College's General Education Requirements in addition to the requirements of his/her academic program.

Through the College's General Education Requirements, students acquire basic knowledge of the disciplines in the areas of arts and humanities, social and behavioral sciences, biological and physical sciences, mathematics, English composition, and computer literacy.

1ST SEMESTER	CREDITS	COURSE #
Preparation for Academic Achievement	1	PRE 100
Introduction to Business	3	BUA 100
Computers for Business Management	3	BUA 112
English Writing	3	ENG 101
Health & Life Fitness	2	HLF ELEC
Fund. of Speech Communications	3	SPE 101
	15 Credits	

2ND SEMESTER	CREDITS	COURSE #
Principles of Supervision	3	MGM 102
Small Business Management	3	MGM 170
Modern Elementary Statistics	3	MAT 107
Social & Behavioral Sciences	3	GEN ED REQ
Arts & Humanities	3	GEN ED REQ
	15 Credits	

3RD SEMESTER	CREDITS	COURSE #
Principles of Financial Accounting	3	ACT 221
Business Law	3	BUA 207
Principles of Business Management	3	MGM 222
Marketing	3	MKT 223
Biological & Physical Sciences	3	GEN ED REQ
	15 Credits	

4TH SEMESTER	CREDITS	COURSE #
Principles of Managerial Accounting	3	ACT 222
The American Economy I: Macroeconomic Theory	3	ECO 201
Retailing	3	MKT 210
Advertising	3	MKT 211
Principles of Selling	3	MKT 212
	15 Credits	