

MARKETING

Associate in Science

Why Study Marketing?

Marketing professionals work with advertising and promotion managers to promote an organization's products and services. They estimate the demand for products and services offered by the firm and its competitors, and identify potential markets for the products. Marketing managers develop pricing strategies to help firms maximize profits and market share while ensuring that customers are satisfied.

Occupational Objectives

Foundation courses in marketing, business and liberal arts prepare students for transfer to a four-year degree program in marketing or business administration. Pursue employment in advertising, sales, retailing, and public relations at small businesses, large corporations, marketing firms, and other types of business firms.

Program Goals

This degree provides students with a rigorous and dynamic interdisciplinary education that prepares students for the challenges facing marketing professionals. In addition, students will master effective oral and written communication, become active, informed citizens and leaders, and obtain an understanding of the ethical, racial and gender issues in today's business world.

Opportunities at Rockland Community College

Extra-curricular activities include the Entrepreneurial Business Plan Competition, where students compete for a \$1,000 cash award; Rotaract, sponsored by the Rotary Club of New City; and Alpha Beta Gamma, the business honor society that recognizes scholarship among two-year college students.



5 Top Reasons to Study Marketing at RCC

1. **INTERNSHIPS:** Gain credit and experience at venues that include advertising agencies, media and financial institutions.
2. **TRANSFER:** Transfer agreements with many four-year colleges with the flexibility to select from several different four-year degrees.
3. **SUPPORT:** Dedicated faculty, small class sizes. Free tutoring.
4. **VALUE:** Affordable tuition, high quality education. Scholarships and honors programs.
5. **FLEXIBILITY:** Earn this degree entirely online, or through a combination of course types.



STATE UNIVERSITY OF NEW YORK

Admissions 845-574-4224

www.sunyrockland.edu

145 College Road, Suffern, NY 10901

Student Learning Outcomes

Upon successful completion of this program, students will be able to:

- Analyze the marketing business environment with an emphasis on cultural diversity.
- Recognize the economic, legal, social and political environment of marketing.
- Develop an understanding of the concepts of marketing both nationally and globally.
- Develop the basic skills for marketing decision-making.

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This is an example of the courses you would take and the recommended course sequence. Please obtain an official degree sheet from your advisor.

AS Marketing 67-68 Total Credits

First Semester Course 18 Credits

ENG 101	English Composition I	3
ACC 101	Principles of Accounting I	4
ECO 201	Microeconomics	3
BUS 101	Introduction to Business	3
MAT 109 or MAT 203	Pre-Calculus or Calculus I	4
PED	Physical Education elective	1

Second Semester 17 Credits

ENG 102	English Composition II	3
ACC 102	Principles of Accounting II	4
ECO 202	Macroeconomics	3
MGT 150	Principles of Management	3
Arts	Arts Gen Ed course	3
PED	Physical Education elective	1

Third Semester 16-17 Credits

PDA 110	Pluralism & Diversity in Business	3
MAT 125	Statistics	4
MKT 201	Principles of Marketing	3
Science	Gen Ed course	3-4
MGT/OFT 111	Spreadsheet/Database Management	3

Fourth Semester 16 Credits

INT 203	International Marketing	3
PHL/BUS 260	Business Ethics	3
MKT 210	Principles of Advertising	3
SPE 101	Fundamentals of Speech	3
MKT 205	Principles of Retailing	3
PED	Physical Education elective	1

"The mentoring at RCC was fantastic and helped me focus. It was a driving force in my success. The Honors Program gave me the time and resources I needed to apply to top-notch schools."

-Nelson Boyce,
RCC and Harvard graduate
Nickelodeon Senior Vice President,
Ad Sales Strategy

To learn more about
this program call
845-574-4330