

# MARKETING

This program is available to be completed 100% online.

Code	Title	Credit Hours
BADM-1020	Introduction to Business	3
ECON-2000	Principles of Microeconomics	3
PHIL-1020	Introduction to Logic	3
Select one of the following:		3
BADM-2010	Business Communications	
BADM-201H	Honors Business Communications	
Select one of the following:		3
ENG-1010	College Composition I	
ENG-101H	Honors College Composition I	
MARK-1080	Social Media Marketing	3
MARK-2010	Principles of Marketing	3
BADM-1122	Principles of Management and Organizational Behavior	3
MATH-1190	Algebraic and Quantitative Reasoning (or higher Approved Ohio Transfer 36 Mathematics course) <sup>1</sup>	3
Select one of the following:		3
ENG-1020	College Composition II	
ENG-102H	Honors College Composition II	
Select one of the following:		
COMM-1010	Fundamentals of Speech Communication	
COMM-101H	Honors Speech Communication	
ACCT-1311	Financial Accounting	3
ECON-2010	Principles of Macroeconomics	3
MARK-2261	Integrated Marketing Communications	3
MARK-2270	Principles of Advertising	3
ACCT-1341	Managerial Accounting	3
BADM-2151	Business Law	3
MARK-2081	Social Media Content Strategies and Analytics	4
MARK-2090	Digital Marketing Design	3
Select one of the following:		3
PHIL-2060	Business Ethics	
PHIL-2020	Ethics	

<sup>1</sup> MATH-1240 Contemporary Mathematics taken prior to Fall 2024 will be accepted to meet mathematics requirement for this program.

MATH-1140, MATH-1141, MATH-1200, MATH-1270, and MATH-1280 can no longer count towards fulfilling the college-level mathematics requirement. These courses were re-classified as developmental mathematics by the state of Ohio in 2016. Tri-C established a 5-year transitioning window for students who had completed these courses prior to 2016 to apply them towards meeting graduation requirements, which expired in Summer 2021. It is highly recommended to see a counselor to determine the appropriate math required for your current major.

## Related Degrees and Certificates

- Social Media Marketing, Short-Term Certificate
- Marketing, Associate of Applied Business

## Degrees and Certificates

- Business Management, Associate of Applied Business
- Business Management with a Concentration in Human Resources Management, Associate of Applied Business
- Business Management with a Concentration in Small Business Management, Associate of Applied Business
- Social Media Marketing, Certificate of Proficiency