



## Associate in Science

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**Course Schedule**

**Program Outcomes**



**Career Possibilities**

**Potential Salary**



**Apply to NCC**



### Choose Community

Choose Nashua Community College and experience what community really means: support, connection, security, opportunity.

Visit [nashuacc.edu](http://nashuacc.edu) or speak with an Enrollment Specialist by calling 603.578.8908 to begin!

### Benefits of a Marketing Degree

The Business Administration degree program with a concentration in Marketing offers a mix of applied and theoretical courses. The objective of the program is to provide the knowledge students will need for successful marketing careers.

The program prepares students for entry-level jobs in marketing, for future advancement into marketing management, and for entrepreneurial opportunities. The curriculum builds a broad knowledge base in business that includes the latest ideas in marketing thought and practice.

### Students will study:

- Marketing research, analysis, and application
- Marketing strategies
- Integrated Marketing Communication

### Estimated cost of program Tuition and \*fees only:

- **In-State**                      **\$15,068**
- **NE Regional**                **\$19,703**
- **Out-of-State**                 **\$28,890**

### Register

Register for all of the courses recommended each semester. Take at least 14-16 credits each semester to graduate in two years. A higher percentage of students graduate when they complete 30+ credits within their first year. (Research by Complete College of America)

## First Year - Fall Semester

Item #	Title	Class Hours	Lab Hours	Credits
ACCT101N	Financial Accounting I	4	0	4
BUS101N	Introduction to Business	3	0	3
BCPT119N	Software Applications	2	2	3
ENGL101N	College Composition	4	0	4

## First Year - Spring Semester

Item #	Title	Class Hours	Lab Hours	Credits
BUS104N	Principles of Marketing	3	0	3
MATH106N	Statistics I	4	0	4
	ENGL109N or ENGL103N			3
	Behavioral Social Science Core Requirement			3
	Science Core Requirement			4

## Second Year - Fall Semester

Item #	Title	Class Hours	Lab Hours	Credits
ECON201N	Microeconomics	3	0	3
BUS207N	Sales	3	0	3
BUS206N	Consumer Behavior	2	2	3
BUS213N	Principles of Advertising	3	0	3
BUS215N	Integrated Marketing Communications	3	0	3

## Second Year - Spring Semester

Item #	Title	Class Hours	Lab Hours	Credits
BUS240N	Business Law	3	0	3
BUS210N	Marketing Strategies A Capstone Course	3	0	3
SOCI101N	Introduction to Sociology	3	0	3
	BUS294N or XXXXxxxN Business Elective			3
	Humanities/Fine Arts or Global Awareness			3
<b>Total Credits</b>				<b>61</b>

### NON-DISCRIMINATION POLICY

The Community College System of NH does not discriminate in the administration of its admissions and educational programs, activities, or employment practices on the basis of race, creed, color, religion, ancestry or national origin, age, sex, sexual orientation, gender identity and expression, physical or mental disability, genetic information, or law enforcement, military, veteran, or marital status. This statement is a reflection of the mission of the Community College System of NH and refers to, but is not limited to, the provisions of the following laws:

- Title VI and VII of the Civil Rights Act of 1964, as amended
- The Age Discrimination in Employment Act of 1967 (ADEA)
- Title IX of the Education Amendment of 1972
- Section 504 of the Rehabilitation Act of 1973
- The Americans with Disabilities Act of 1990 (ADA)
- Section 402 of the Vietnam Era Veteran's Readjustment Assistance Act of 1974
- NH Law Against Discrimination (RSA 354-A)
- NH Law RSA 188-F:3-a.
- Genetic Information Nondiscrimination Act of 2008

Inquiries regarding discrimination may be directed to Sara A. Sawyer, Director of Human Resources for the Community College System of NH, 26 College Drive, Concord, NH 03301, 603-230-3503. Inquiries may also be directed to the NH Commission for Human Rights, 2 Industrial Park Drive, Concord, NH 03301, 603-271-2767, FAX: 603-271-6339; and/or the Equal Employment Opportunity Commission, JFK Federal Building, 475 Government Center, Boston, MA, 02203, 617-565-3200 or 1-800-669-4000, FAX: 617-565-3196, TTY: 617-565-3204 or 1-800-669-6820.