

BUSINESS: MARKETING (A.S.)

The Associate in Science degree in Business is designed for students interested in gaining a solid foundation in the field of business. The program includes an overview of general management theory and introduces students to the fundamental concepts of economics, marketing, finance, and organizational behavior. Students are able to further customize their degree by choosing from an array of three-course concentrations to gain specialized knowledge. This degree prepares students for a smooth transition to the B.S. in Business Management or related degree.

Students will have the opportunity to:

1. Attain proficiency in the basic concepts, theories, and methods of inquiry in business.
2. Evaluate ethical principles that guide businesses.
3. Prepare for seamless transition to the Bachelor of Science in Business Management program.

Degree Requirements

Minimum Credit Requirement: 60 credits

Minimum Residency Requirement: 16 credits must be taken at Granite State College

A minimum GPA of 2.0 is required.

Requirements	Credit Hours
General Education Requirements (p. 1)	32
Major Requirements (p. 1)	24
Open Electives (p. 1)	4
Total	60

General Education Requirements

A minimum grade of C is required in all General Education coursework. Students are allowed a maximum of one course overlap between the Major and General Education areas.

Code	Title	Credits
ENG 500	The Writing Process	4
COMM 542	Interpersonal Communication and Group Dynamics	4
COMM 543	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MATH 502	Math for Our World	
MATH 504	Statistics	
MATH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-behavior)		4
Knowledge of the Physical & Natural World (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world)		4

Knowledge of Human Thought & Expression (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought)	4
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Total Credits 32

Major Requirements

A minimum grade of C is required in all Major and Concentration coursework. Students are allowed a maximum of one course overlap between the Major/Concentration and General Education areas.

Code	Title	Credits
Major in Business		
APST 505	Career Development and Planning	2
CMPL 502	Excel	2
MGMT 500	Principles of Management	4
MKTG 514	Principles of Marketing	4
<i>Select one of the following:</i>		8
<i>Students should not take both ACCT 511 and MGMT 569 as part of their major elective group.</i>		
ACCT 511	Financial Accounting	
HRM 518	Human Resource Management	
MGMT 569	Budget Management	
ECO 512	Principles of Economics	
Concentration in Marketing		
MKTG 515	Marketing Research	4
MKTG 617	Consumer Behavior	4
<i>Select one of the following:</i>		4
COMM 601	Trends in Digital and Social Media	
COMM 602	Media and Strategic Communication	
MKTG 520	Social Media Marketing	
MKTG 523	Introduction to Professional Sales	
MKTG 615	Digital Storytelling and Brand Management	

Total Credits 32

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, concentration or minor. Students will need 60 credits total to graduate with an associate degree.