

Marketing & Retailing



Business Technologies Division

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NSCC is accredited by:

The Higher Learning Commission
(312) 263-0456

www.ncahigherlearningcommission.org

Marketing & Retailing

Associate of Applied Business in Business Management

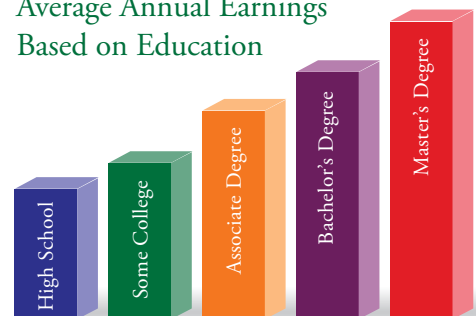
Graduates of the marketing & retailing degree are skilled in retailing, retail buying, marketing, small business management, salesmanship and advertising, as well as accounting, supervision and decision making. Graduates are qualified for a position as manager or assistant manager of a retail store, franchise outlet or department store. Graduates may also work as managers or supervisors of other organizations.

Career Outlook

Employment in marketing and retail, both nationally and in the state of Ohio, is expected to grow as fast as the average. The main employers in marketing and retail management are grocery stores, automotive dealerships, clothing stores and department stores.

Education Pays

Average Annual Earnings
Based on Education



2011-2012

Based on data from the Bureau of Labor Statistics

Program Sequence

First Semester

		<i>Credits</i>
ECO212	Microeconomics	3
ENG111	Composition I	3
+ MGT110	Management	3
+ MGT230	Retail Management	3
	Mathematics Elective	3
		15

Second Semester

		<i>Credits</i>
CIS114	Microsoft Applications	3
ENG112	Composition II	3
+ MGT120	Supervision	3
+ MKT110	Marketing	3
	Science Elective	3
		15

Third Semester

		<i>Credits</i>
+ ACC111	Financial Accounting	4
+ BUS221	Business Law	3
ECO211	Macroeconomics	3
+ MKT210	Advertising	3
	Computer Elective	3
	Social Behavioral Science Elective	3
		19

Fourth Semester

		<i>Credits</i>
+ ACC112	Managerial Accounting	4
+ MGT221	Entrepreneurship	3
+ MGT280	Business Climate Analysis	3
+ MKT230	Salesmanship	3
	Humanities Elective	3
		16

Total Program Credit Hours **65**

+ Students must attain a 2.00 grade point average in these technical courses to graduate.

Course curriculum is subject to change. Please consult with an Academic Advisor for up-to-date information.

