



General Business/Marketing and Sales Option

Diploma: NIACC

Business Division

Credit
30 semester hours

Contact:
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Program Description

Marketing and Sales program is designed to meet the needs of the adult who is attending classes primarily at night. Successful completion of the curriculum should make a graduate employable in sales and marketing. In addition, all the courses apply toward the two year Associate in Science Business degree.

Admission Requirements

- NIACC Application for Admission
- High school transcript or GED scores
- ACT scores or COMPASS assessment
- Other college transcripts

Curriculum

- ACC-11 Introduction to Accounting
OR ACC-121 Principles of Accounting I
- BCA-215 Computer Business Application
OR BCA-101 Intro to Computers & Information Systems
- BUS-102 Introduction to Business
- BUS 161 Human Relations
- ENG-102 Composition & Speech I
- BUS-121 Business Communications
- ENG-103 Composition & Speech II
- MKT-110 Principles of Marketing
- MKT-140 Principles of Selling
Humanities/Social Science Elective(s)

Program Fees

Tuition & Fees	\$116.25 per semester hour
Books	varies
Other fees	<u>none</u>
Total	\$ varies

Career Potential

- Sales Representative
- Department Manager
- Store Manager
- Promotion/Advertising
- Merchandise Buying/Planning
- Sales
- Human Resources Management