

Degree in Business Administration Careers - Marketing Option

Program Details

The Business Administration Careers – Marketing program has been designed to allow and encourage the acquisition of specific skills that will enable students to enter and perform successfully in a variety of business career paths. The student will attain focus in his or her studies by concentrating in a sequence of courses collectively referred to as options.

The sequencing of specific course requirements within the Business Administration Careers Program allows the student whose career interests change after the first semester to switch options or to switch into the transfer program with no risk of having to make up courses. Students are encouraged to consult with advisors before choosing any option sequence.

The Marketing option is designed for students who wish to pursue careers in areas such as sales, advertising, marketing, or market research.

Graduates earn an Associate in Science Degree.

Program Outcomes

Graduates of the Business Administration program will be able to:

- Apply business concepts and critical thinking skills to solve problems and make decisions.
- Evaluate and analyze information to support decision-making.
- Communicate effectively, both in writing and orally, to business audiences.
- Collaborate effectively in diverse teams.
- Evaluate how ethical and stakeholder concerns impact business decisions.

Academic Map

Degree in Business Administration Careers - Marketing Option

A minimum of 20 classes and 62 credits is required. At least 16 credits of your program must be taken at Massasoit. Note: Each course completed and passed can only fulfill one program requirement. The same course cannot be used to satisfy multiple program requirements.

Semester 1

3 Credits in ACCT 108
Computerized Business Applications
3 Credits in BUSN 110
Introduction to Business
3 Credits in ECON 201
Principles of Economics I
3 Credits in ENGL 101
English Composition I
3 Credits in Math elective - Topics in Mathematics I or higher

Semester 2

4 Credits in ACCT 104
Fundamentals of Financial Reporting
3 Credits in BUSN 120
Principles of Marketing
3 Credits in BUSN 170
Business Communication
3 Credits in ENGL 102
English Composition II
3 Credits in Liberal Arts elective

Semester 3

4 Credits in ACCT 107
Principles of Managerial Accounting
3 Credits in BUSN 112

Principles of Management
3 Credits in BUSN 123
Advertising
3 Credits in BUSN 201
Business Law I
3 Credits in Science elective

Semester 4

3 Credits in BUSN 122
Sales
3 Credits in BUSN 124
Principles of Retailing
3 Credits in Business Administration elective
3 Credits in Liberal Arts elective
3 Credits in General elective

This academic map is a suggested semester-by-semester guide to keep you on a clear path to program completion. Please note that some classes are offered only in certain semesters, have prerequisites, or minimum passing grades. Winter and/or Summer Session classes may be available for some classes. Your [academic advisor](#) will provide you with clear direction needed to stay on course and discuss scheduling options with you. Taking courses not reflected on this map may result in courses not counting toward the completion of your requirements.

Advisory Committee

This committee serves as a vital link between the college and the business community, bringing together experienced professionals, educators, and industry leaders to guide the development and continuous improvement of our academic programs. By offering insights into current market trends, workforce demands, and evolving business practices, the committee helps ensure that our curriculum remains relevant, rigorous, and aligned with the needs of employers. Together, we are committed to preparing students for successful careers and lifelong learning in a dynamic global economy.

- **Caitlin Finning-Golden**
Assistant Professor, Accounting and Finance
Bridgewater State University
- **Michael Lapsley**
President
Rentometer, Inc.
- **Carole Martyn**
Vice President, Training and Development
HarborOne Bank
- **Katie Murphy**
Director of Human Resources
GZA GeoEnvironmental, Inc.
- **Susan Caggiano**
Associate Manager, Digital Marketing Innovation / Student
Dunkin' Brands, Inc.
- **Thomas Golden**
Vice President, Community Reinvestment Act Officer
Rockland Trust
- **Timothy Viall**
Senior Communications Specialist, Metropolitan Area Planning Council;
Adjunct Professor, Massasoit Community College
- **Mia Berger**
UMASS Student and Junior Accountant