



BUSINESS & COMPUTERS

BUSINESS, COMPUTER SCIENCES AND MATHEMATICS DEPARTMENT



Business: Marketing

BUSINESS: MARKETING

ASSOCIATE OF APPLIED SCIENCE (AAS)

PROGRAM HOURS: 60

The associate in applied science Degree in Business: Marketing is career oriented and designed to provide academic training in the fundamentals of marketing. Students acquire knowledge of various marketing and business-related areas, including advertising, selling, retailing, consumer behavior, accounting, and economics. Students also gain basic computer skills that will assist them in making marketing-related decisions.

This degree prepares students for positions such as marketing management trainee, retail manager, advertising manager, sales professional, and similar titles are available in businesses, industries, government entities, and non-profit organizations.

HOW TO GET STARTED

- Complete online application.
- Apply for financial aid (FAFSA), if applicable.
- Complete admission requirements.
- Complete online orientation.
- Schedule an appointment to register for classes.

OFFERED IN

Beaver
Lewisburg
Princeton
Summersville

PROGRAM CONTACT

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MORE INFORMATION

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FINANCIAL AID ELIGIBLE



New River Community and Technical College (New River CTC) is accredited by the Higher Learning Commission (www.hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education. New River CTC is an equal opportunity institution.

New River Community and Technical College does not discriminate based on race, sex, age, disability, veteran status, religion, color, or age in admission, employment, or educational programs and activities; nor does it discriminate based on genetic information in employment or employee health benefits, or any other status or condition protected by applicable federal or state laws. The following office has been designated to handle inquiries regarding the College's non-discrimination policies relating to disabilities, sex, Title IX or other forms of discrimination: Wennetta Marie Rhodes, Director of Student Services and Title IX, Title VI, 504/ADA Coordinator, 304-929-5027, wrhodes@newriver.edu, 280 University Drive, Beaver, WV 25813. Additional information can be found on the College's website at www.newriver.edu/nondiscrimination.



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