

Awards

Associate Degree: Length of Program: Prerequisite:	General Business Administration (A25120G) 5 Semesters High School Diploma, Placement Test Equivalent
Associate Degree: Length of Program: Prerequisite:	Human Resources Administration (A25120H) 5 Semesters High School Diploma, Placement Test Equivalent
Associate Degree: Length of Program: Prerequisite:	Marketing (A25120M) 5 Semesters High School Diploma, Placement Test Equivalent
Associate Degree: Length of Program: Prerequisite:	Operations Management (A25120O) 5 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Organizational Leadership Certificate (C25120C9) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Business Foundations Certificate (C25120C10) 1 Semester High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Small Business Operations Certificate (C25120C11) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Entrepreneurship Certificate (C25120C12) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	E-Marketing Certificate (C25120C13) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Sales & Customer Service Certificate (C25120C14) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Total Quality Management Certificate (C25120C15) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Project Leadership Certificate (C25120C16) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Equal Opportunity & Employee Relations Certificate (C25120C17) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Recruitment & Staffing Specialist Certificate (C25120C18) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Payroll & Benefits Specialist Certificate (C25120C19) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Nonprofit & Community Leadership Certificate (C25120C20) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Government Procurement & Contracting Certificate (C25120C21) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Leadership & Management Certificate (C25120C22) 1 Semester High School Diploma, Placement Test Equivalent

Awards cont'd.

Certificate: Length of Program: Prerequisite:	Operations Leadership Certificate (C25120C23) 1 Semester High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Project Management Certificate (C25120C24) 1 Semester High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Global Human Resources Certificate (C25120C25) 2 Semesters High School Diploma, Placement Test Equivalent
Certificate: Length of Program: Prerequisite:	Business Foundations (C25120H1) 2 Semesters Placement Test Equivalent

Program Information Contact

Curriculum Coordinator

Sharon Seaford
(910) 678-8208

Cumberland Hall, Room 377-C
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www.faytechcc.edu

Other Important Information

Application Deadlines: The program is designed for a student to enter during the the fall semester. A student may enter at other times with approval of the Department Chairperson.

Scholarship/Title IV Financial Aid/VA Services: Scholarships/Title IV Financial Aid/Veteran's assistance may be available for associate degrees. Certificates and diplomas that fall under this program/area of study **may or may not be eligible** for Scholarship/Title IV Financial Aid/VA Services. Please contact the Financial Aid Office, Student Center, Room 2; Telephone (910) 678-8242. Veterans Services, General Classroom Building, Room 202, (910) 678-8580.



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(910) 678-8400

SOUTHERN ASSOCIATION OF COLLEGES AND SCHOOLS ON COLLEGES
Fayetteville Technical Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees, diplomas, and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Fayetteville Technical Community College.

BUSINESS ADMINISTRATION/ MARKETING



www.faytechcc.edu

*Fayetteville Technical
Community College*

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P.O. Box 35236 • 2201 Hull Road
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An Equal Opportunity Employer

PROGRAM FACT SHEET BUSINESS ADMINISTRATION/ MARKETING (A25120M)



The Business Administration curriculum is designed to introduce students to the various aspects of the free enterprise system. Students will be provided with a fundamental knowledge of business

functions, processes, and an understanding of business organizations in today's global economy.

Course work includes business concepts such as accounting, business law, economics, management, and marketing. Skills related to the application of



these concepts are developed through the study of computer applications, communication, team building, and decision making. Through these skills, students will have a sound business education base for lifelong learning.



Graduates are prepared for employment opportunities in government agencies, financial institutions, and large to small businesses or industries.

FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE BUSINESS ADMINISTRATION/MARKETING (A25120M)

Effective: Fall 2020

Revised: 12/13/19

Length: 5 Semesters

Prerequisite: High School Diploma, Placement Test Equivalent

Award: Associate in Applied Science

FALL SEMESTER 1

Prefix	No.	Title	Class	Lab	Clinical	Credit
ACA	120	Career Assessment	1	0	0	1
or						
ACA	122	College Transfer Success	0	2	0	1
BUS	110	Introduction to Business	3	0	0	3
CIS	110	Introduction to Computers	2	2	0	3
or						
CIS	111	Basic PC Literacy	1	2	0	2
ENG	111	Writing and Inquiry	3	0	0	3
MKT	120	Principles of Marketing	3	0	0	3
MKT	223	Customer Service	3	0	0	3
TOTALS			13	2	0	15

SPRING SEMESTER 1

Prefix	No.	Title	Class	Lab	Clinical	Credit
BUS	115	Business Law I	3	0	0	3
MAT	143	Quantitative Literacy	2	2	0	3
or						
MAT	152	Statistical Methods I	3	2	0	4
MKT	122	Visual Merchandising	3	0	0	3
MKT	123	Fundamentals of Selling	3	0	0	3
MKT	220	Advert and Sales Promo	3	0	0	3
TOTALS			14	2	0	15

SUMMER SEMESTER 1

Prefix	No.	Title	Class	Lab	Clinical	Credit
BUS	137	Principles of Management	3	0	0	3
		COM Elective	3	0	0	3
TOTALS			6	0	0	6

FALL SEMESTER 2

Prefix	No.	Title	Class	Lab	Clinical	Credit
ACC	120	Prin of Financial Accounting	3	2	0	4
ECO	251	Prin of Microeconomics	3	0	0	3
MKT	221	Consumer Behavior	3	0	0	3
MKT	232	Social Media Marketing	3	2	0	4
		Major Elective	3	0	0	3
TOTALS			15	4	0	17

SPRING SEMESTER 2

Prefix	No.	Title	Class	Lab	Clinical	Credit
ECO	252	Prin of Macroeconomics	3	0	0	3
MKT	225	Marketing Research	3	0	0	3
MKT	227	Marketing Applications	3	0	0	3
		Humanities/Fines Arts Elect	3	0	0	3
		Major Elective	1	0	0	1
TOTALS			13	0	0	13

TOTAL REQUIRED CREDITS.... 66



Work-Based Learning Option: Qualified students may elect to take up to three (3) credit hours of Work-Based Learning in lieu of a Major elective provided they acquire approval from the Work-Based Learning Coordinator and the Department Chairperson.

***Note:** Students may not take an introductory foreign language to fulfill the Humanities/Fine Arts requirement.