

## Awards

### ASSOCIATE DEGREES:

General Business Administration (A25120G)  
Human Resources Administration (A25120H)  
Marketing (A25120M)  
Operations Management (A25120O)

**Length of Program:** 5 Semesters

**Prerequisite:** High School Diploma, Placement Test Equivalent

### CERTIFICATES:

IT/Digital Media Basics Certificate (C25590C4)  
Organizational Leadership Certificate (C25120C9)  
Small Business Operations Certificate (C25120C11)  
Entrepreneurship Certificate (C25120C12)  
E-Marketing Certificate (C25120C13)  
Sales & Customer Service Certificate (C25120C14)  
Total Quality Management Certificate (C25120C15)  
Project Leadership Certificate (C25120C16)  
Equal Opportunity & Employee Relations Certificate (C25120C17)  
Recruitment & Staffing Specialist Certificate (C25120C18)  
Payroll & Benefits Specialist Certificate (C25120C19)  
Nonprofit & Community Leadership Certificate (C25120C20)  
Government Procurement & Contracting Certificate (C25120C21)  
Project Management Certificate (C25120C24)  
Global Human Resources Certificate (C25120C25)  
Marketing Analytics Certificate (C25120C26)  
Operations Analytics Certificate (C25120C27)  
Entrepreneurship Fundamentals Certificate (C25120C28)

**Length of Program:** 2 Semesters

**Prerequisite:** High School Diploma, Placement Test Equivalent

### CERTIFICATES:

Business Foundations Certificate (C25120C10)  
Leadership and Management Certificate (C25120C22)  
Operations Leadership Certificate (C25120C23)

**Length of Program:** 1 Semester

**Prerequisite:** High School Diploma, Placement Test Equivalent

### HIGH SCHOOL CONNECTIONS CERTIFICATES:

Business Foundations (C25120H1)

**Length of Program:** 2 Semesters

**Prerequisite:** Placement Test Equivalent

## 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.

## Program Information Contact

### Curriculum Coordinator

Sharon Seaford  
(910) 678-8208

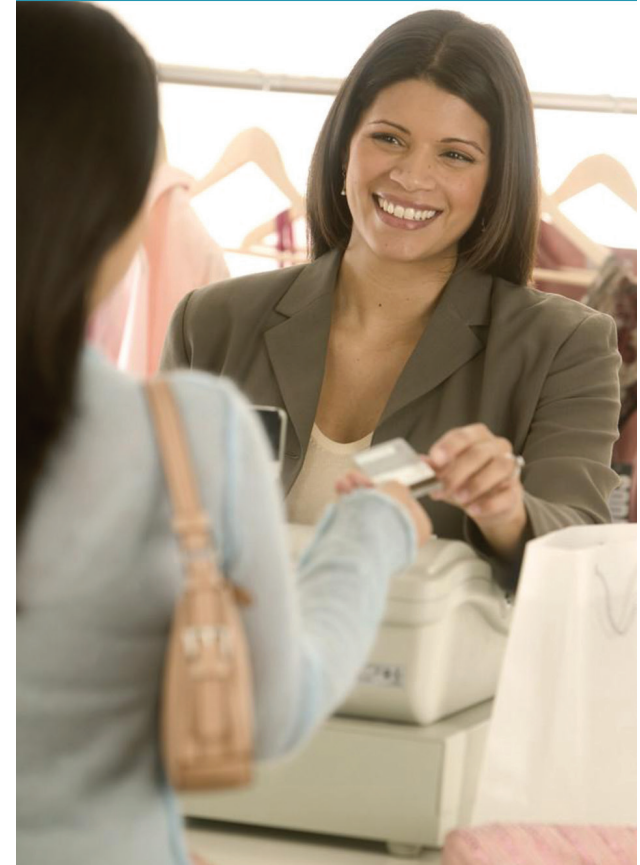
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# FTCC

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# BUSINESS ADMINISTRATION/ MARKETING



[www.faytechcc.edu](http://www.faytechcc.edu)

*Fayetteville Technical  
Community College*

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## 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 2022

Revised: 02/03/22

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
<b>TOTALS</b>			<b>13</b>	<b>2</b>	<b>0</b>	<b>15</b>

### 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
<b>TOTALS</b>			<b>14</b>	<b>2</b>	<b>0</b>	<b>15</b>

### 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
<b>TOTALS</b>			<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>

### 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
<b>TOTALS</b>			<b>15</b>	<b>4</b>	<b>0</b>	<b>17</b>

### 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
<b>TOTALS</b>			<b>13</b>	<b>0</b>	<b>0</b>	<b>13</b>

**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.