



2026 - 2027 Business Administration: Marketing and Retailing

Associate in Applied Science Degrees

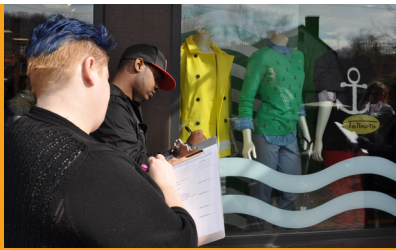
MULTIPLE LOCATIONS | VARIED SEMESTER LENGTHS | NUMEROUS PROGRAMS | FINANCIAL AID



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ASHEVILLE, NORTH CAROLINA • (828) 398-7900 • ABTECH.EDU



Courses requiring a grade of "C" or better: ACA, ACC, BUS, CIS, ECO and MKT

Business Administration: Marketing and Retailing

Marketing and Retailing is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with fundamental skills in marketing and retailing, while embracing the digital landscapes of modern marketing techniques.

Course work includes marketing, retailing, merchandising, selling, advertising, computer technology, and management.

Graduates should qualify for marketing positions within manufacturing, retailing, and service organizations.

Career Opportunities in Marketing and Retailing

A.A.S. Degree National Salary Range: \$45,250 - \$74,580
 Local Salary Range: \$42,350 - \$72,590

Assistant Manager, Department Manager, Sales Representative, Salesperson, Retail Buyer, Online Marketing Associate

Retail Marketing Certificate

The Retail Marketing Certificate is designed to prepare students to be successful in a retail marketing environment. Students will learn the fundamentals of marketing goods and services. This certificate will provide students with the essential knowledge of retailing, including effective operations, retail structure, non-store retailing, and upcoming trends. Students will learn how to design stimulating visual displays and the importance of visual merchandising. The uniqueness of consumer behavior will be explored with emphasis on the decision-making process.

For More Information:

Contact Brad Scott, bradscott@abtech.edu

Total Cost Estimate

Tuition per Semester (NC Resident) \$1,216.00 (16+ credit hours)
 \$76.00/credit hour (1-15 hours)

Computer Use and Technology Fee \$48/semester

Activity Fee Fall and Spring semesters only,
 Main campus and Online, \$45.00

CAPS Fee (Campus Access, Parking and Security) \$30/semester

Matriculation Fee \$25/semester

Student Insurance \$2/Semester

Additional Fees including books may incur, please check A-B Tech website for more detail: <https://abtech.edu/program/business-administration-aas-marketing-and-retailing-cost-estimate>

Have you applied for Financial aid? Please visit A-B Tech website for instructions: <https://abtech.edu/future-students/financial-aid/applying-aid>

	Course Prefix	Course Name	Credit Hours
First Semester (Fall)	ACA 115	Success & Study Skills	1
	ACC 120	Prin of Financial Accounting	4
	BUS 110	Introduction to Business	3
	CIS 110	Introduction to Computers	3
	ENG 111	Writing and Inquiry	3
	MAT 143	Quantitative Literacy	3
Second Semester (Spring)	BUS 137	Principles of Management	3
	ETR 210	Intro to Entrepreneurship	3
	MKT 120	Principles of Marketing	3
	MKT 121	Retailing	3
	MKT 123	Fundamentals of Selling	3
Third Semester (Summer)	ECO 251	Prin of Microeconomics	3
	ENG 112	Writing/Research in the Disc	3
	HUM 115	Critical Thinking	3
Fourth Semester (Fall)	BUS 115	Business Law I	3
	MKT 221	Consumer Behavior	3
	MKT 232	Social Media Marketing	3
	MKT 234	Digital Marketing	3
	SOC 210	Introduction to Sociology	3
Fifth Semester (Spring)	ETR 220	Innovation and Creativity	3
	MKT 220	Advertising and Sales Promotion	3
	MKT 223	Customer Experience	3
	MKT 225	Marketing Research	3
	MKT 227	Marketing Applications	3
Program Totals:			71

Advising questions? Email: advising@abtech.edu

Certificate Available:

Essentials to Social Media Marketing Certificate

Retail Marketing Certificate

For more information, please visit:

<https://abtech.edu/programs/academic/business-administration>