

## What is an online course?

SCC's online courses, also called Internet courses, allow students to learn and obtain course credit via the Internet, learning from the location of their choice. Students have unlimited access to course information, a calendar, learning modules and other course materials, and can interact with the instructor and classmates in chats and discussions.

*"Without the opportunities that online classes provide, many working people would not have a way to complete their education."*

Online Business Student

## Who should take an online

Students who are organized, motivated, independent learners and who manage time well should consider these courses. Students need good reading comprehension and good computer skills, with convenient access to a computer with an Internet connection. Please remember online courses require more time and in-depth work than on-campus courses. They require you to work from written directions without face-to-face instruction.

## How do I sign up?

- ◆ Apply for admission to the College if you are not already a current student.
- ◆ Complete the advisement process.
- ◆ Register and pay for your courses.

### For program information contact:

Peter Stone: .....Program Coordinator  
Management, Business Technology  
Academic Affairs  
Phone: .....(864) 592-4694  
E-mail: .....[stonep@scsc.edu](mailto:stonep@scsc.edu)

### For admissions information:

Phone:.....(864) 592-4818

*EEO Statement: Spartanburg Community College does not discriminate on the basis of race, color, religion, age, sex, national origin/ethnic origin or disability in its admissions policies, pro-*

## SCCOnline at Spartanburg Community College

SCCOnline, the college's distance learning program, provides our students with alternative ways of taking college credit courses. These include online and video course offerings.



SCCOnline provides students with flexible options on where and when they work on their courses.

Our online courses are included in the college course schedule. The registration process is the same as for a regular course. A variety of online courses are offered for students each semester.

For more information about SCCOnline, call (864) 592-4961 or toll-free 1-888-364-9080, email us at [dinfo@scsc.edu](mailto:dinfo@scsc.edu), or check out our web site at [online.scsc.edu](http://online.scsc.edu).

### Commitment to Quality

*Our online classes are academically equivalent to traditional classes taught on campus and are taught by the same faculty.*

*Our online programs meet the same accreditation standards as all our academic programs.*

**SCCOnline Toll Free Number**  
1-888-364-9080

#### Director of SCCOnline

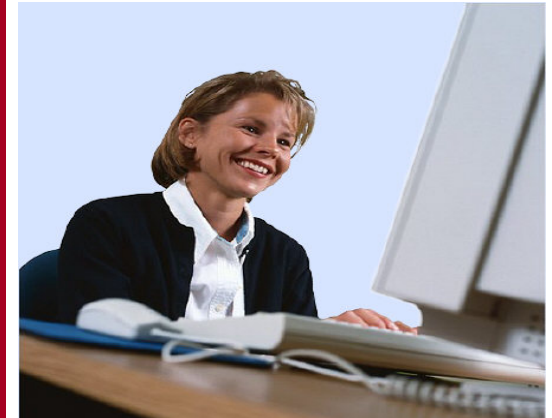
Neil Griffin.....(864) 592-4897  
e-mail .....[griffinN@scsc.edu](mailto:griffinN@scsc.edu)

#### SCCOnline Technical Support

(day).....(864) 592-4899  
(evening).....(864) 592-4898  
e-mail.....[webctadmin@scsc.edu](mailto:webctadmin@scsc.edu)

Admissions Office .....(864) 592-4800  
Book Inn .....(864) 592-4650  
Financial Aid Office .....(864) 592-4810

Spartanburg Community College  
**SCCOnline**



**Management with  
Marketing Electives**  
*Online Associate Degree*

**PROGRAM START DATE:** Fall or Spring terms

### Program Description

Management (with Marketing Electives) students develop effective management skills related to marketing and sales. Students focus on developing sales strategies to maximize revenues through effective product development, pricing, promotion and placement in the market. Topics include retailing, advertising, consumer needs and customer service.

### Practical Experience

Students develop advertising campaigns, make sales presentations, conduct market research surveys and complete accounting and finance simulations using microcomputer applications. They develop problem-solving, interpersonal and communication skills.

### Professional Opportunities

Salesperson, sales manager trainee, retail manager, advertising supervisor, marketing information specialist and customer service manager.

#### A. General Education Courses

##### **BUS 210 INTRODUCTION TO E-COMMERCE BUSINESS**

This course is the study of electronic commerce and the operations and applications from the business perspective. Emphasis is placed on business concepts and strategies and how they apply to the process of buying and selling goods and services online. Prerequisite(s): \*ENG 023, \*MAT 032, \*RDG 032

##### **ECO 210 MACROECONOMICS (3-0-3.0)**

This course includes the study of fundamental principles and policies of a modern economy to include markets and prices, etc.

**Check out our other Online Degrees:**  
**Associate in Arts**  
**Interpreter Training**  
**Management Associate**

##### **ENG 101 ENGLISH COMPOSITION I (3-0-3.0)**

This college transfer course covers a study of composition in conjunction with appropriate literary selections, with frequent theme assignments to reinforce effective writing.

##### **ENG 102 ENGLISH COMPOSITION II (3-0-3.0)**

This college transfer course covers development of writing skills through logical organization, effective style, literary analysis, and research. An introduction to literary genre is also included.

##### **MAT 102 INTERMEDIATE ALGEBRA (3-0-3.0)**

This course includes the following topics: properties of numbers; fundamental operations with algebraic expressions; polynomials; systems of equations; etc.

##### **MAT 120 PROBABILITY AND STATISTICS (3-0-3.0)**

This course includes the following topics: introductory probability and statistics, including organization of data, sample space concepts, random variables, etc.

##### **SPC 205 PUBLIC SPEAKING (3-0-3.0)**

This course is an introduction to principles of public speaking with application of speaking skills. **Or**

##### **SPC 209 INTERPERSONAL COMMUNICATION (3-0-3.0)**

This course is an introduction to the principles of interpersonal communication with emphasis on interpersonal theory as applied to personal and professional relationships.

#### **B. Required Major Courses**

##### **ACC 101 ACCOUNTING PRINCIPLES I (3-0-3.0)**

This course introduces basic accounting procedures for analyzing, recording, and summarizing financial transactions.

##### **ACC 102 ACCOUNTING PRINCIPLES II (3-0-3.0)**

This course emphasizes managerial accounting theory and practice in basic accounting and procedures for cost accounting, budgeting, cost-volume analysis and capital investment analysis.

##### **BAF 260 FINANCIAL MANAGEMENT (3-0-3.0)**

This course is a study of financial analysis and planning. Topics include working capital management, capital budgeting and cost of capital. Financial forecasting, operating and financial leverage.

##### **BUS 121 BUSINESS LAW I (3-0-3.0)**

This course is a study of legal procedures, law and society, classifications and systems of law, the contracts, sales, transfer of titles, etc.

##### **BUS 175 INTERNATIONAL BUSINESS (3-0-3.0)**

As an introductory course in international business and trade, this course will explore the reasons companies choose to enter the international market, various marketing approaches, government regulations and opportunities for the individual.

##### **BUS 220 BUSINESS ETHICS (3-0-3.0)**

This course includes an exploration of ethical issues arising in the context of doing business. Topics include employee rights and responsibilities, corporate regulations and rights, discrimination, truth in advertising, employee privacy, environmental exploitation, and free enterprise.

##### **BUS 268 SPECIAL TOPICS IN BUSINESS (3-0-3.0)**

This course includes research, reporting and special activities for successful employment in the business world. This course emphasizes the research, execution, and presentation of a business plan.

##### **CPT 101 INTRODUCTION TO COMPUTERS (3-0-3.0)**

This course covers basic computer history, theory and applications, including word processing, spreadsheets, databases, and the operating system.

##### **CPT 178 SOFTWARE APPLICATIONS (3-0-3.0)**

Using electronic spreadsheet and relational data base management software programs, this course focuses on complex microcomputer applications.

##### **MGT 101 PRINCIPLES OF MANAGEMENT (3-0-3.0)**

This course is a study of management theories, emphasizing the management functions of planning, decision making, organizing, leading, and controlling. Emphasis is placed on supervisory principles and techniques required to effectively manage human resources in an organization.

##### **MGT 201 HUMAN RESOURCE MANAGEMENT (3-0-3.0)**

This course is a study of personnel administration functions within a business organization. Major areas of study include job analysis, recruitment, selection and assessment of personnel; and wage, salary and benefit administration. Labor union relations will also be covered.

##### **MKT 101 MARKETING (3-0-3.0)**

This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion, and marketing distribution. Other topics will include consumer psychology, research and information systems, advertising and legislative considerations.

#### **C. Marketing Electives and Other Additional Courses Required for Graduation**

##### **MKT 110 RETAILING (3-0-3.0)**

This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs and profit management. Demographics as it relates to retailing is also discussed.

##### **MKT 120 SALES PRINCIPLES (3-0-3.0)**

This course is a study of the personal selling process with special emphasis on determining customer needs and developing effective communications and presentation skills.

##### **MKT 135 CUSTOMER SERVICE TECHNIQUES (3-0-3.0)**

This course is a study of the techniques and skills required for providing customer service excellence, including illustrations to turn customer relations into high standards of customer service, satisfaction, and repeat sales.

##### **MKT 260 MARKETING MANAGEMENT (3-0-3.0)**

This course is a study of the marketing system from the decision-maker's view, including how marketing strategies are planned and utilized in the market place.

##### **ADDITIONAL ELECTIVE (3-0-3.0)**

The student must also complete one elective course which totals 3.0 credit hours.

**Minimum semester credit hours required for graduation: 69**