



CAREER PATHWAYS

Grow here. Learn here. Work here.



Business AAS w/ Marketing & E-Commerce Certificate

This AAS degree contains a general education core, with a wide variety of Business classes that expose students to various areas within the vast business world. Students build the rest of their degree with micro-credentials in the areas that interest them. Micro-credential options include, Bookkeeping, Marketing & E-Commerce, Business Technology, Human Resources, Entrepreneurship, Leadership, Accounting and Retail Management. This degree is designed for brand new students who wish to create their own business degree as well as for well-established professionals who wish to increase and improve their business skills. A business career holds multiple career opportunities, and this degree is designed to prepare students for their place in it!

Degree seeking students must complete the first year business core and two micro-credentials.

CAREER HIGHLIGHTS

JOB TYPES:



Marketing Specialist
Market Research Analyst
Marketing Manager



SALARY RANGE: Marketing: \$41,520 to \$102,510
Retail Management: \$28,980 to \$ \$93,320

LOCAL INDUSTRY:



Businesses Self Employed
School Districts Business Owner
Hospitals
Local, State and Federal Governments

BUSINESS PATHWAY OPTION(S)



Business A.A.S. Degree-
Marketing & E-Commerce

90-108 credits required

2 years of college coursework

Business Pathways

RHS	BUSINESS A.A.S. W/ MARKETING & E-COMMERCE CERTIFICATE
GRADE 9	Career Development Business Communications
GRADE 10	Business Foundations (BA101Z)~
GRADE 11	Marketing (BA223) Writing 121/122 (WR121Z)+ Contemporary Math (MTH105Z)+
GRADE 12	Advanced Applied Business Intro to Speech

Graduate from Roseburg High School and enroll at UCC

YEAR 1 FALL	BA101Z Introduction to Business BA172 Entrepreneurship BA206 Management Fundamentals BA231 Computers in Business BA238 Professional Selling COM218Z Interpersonal or PSY101 Psy of HR
WINTER	BA173 Innovation to Market BA218 Personal Financing and Investing BA233 Accounting for Managers SDP208 Human Rscs for Supervisors MTH105Z Math in Society +
SPRING	BA106 Business Leadership BA226 Business Law BA223 Principles of Marketing BA280 CWE-Business
YEAR 2 FALL	BA239 Advertising MTH105Z Math in Society+ COM218Z Interpersonal Communications or PSY101 Psychology of Human Relations
WINTER	BA207 Intro to E-Commerce
SPRING	BA253 Social Media Marketing WR115 Intro to Expos + CTE Approved Elective Choice



**Business A.A.S. Degree
Marketing & E-Commerce
Micro-Credential**