Critical Advisement Information for A.A.S. Degree in Business

Marketing and Retailing Concentration

1. This concentration directs the student toward understanding the performance of business activities that direct the flow of goods and services from the producer to the consumer or user. Students earning this concentration work in advertising, marketing, personal selling, promotions, and marketing management.
2. Determine whether the student wants to earn a bachelor’s degree following graduation from NSCC. If so, you would normally want to advise the student to choose the Tennessee Transfer Pathway (TTP) AS Degree in Marketing major instead of the AAS Degree in Business in the Marketing and Retailing Concentration.
3. If the student wants the bachelor’s degree, check the student’s math scores and inquire regarding the student’s math aptitude before recommending the TTP major. Many students can do the math. However, you may encounter some students who will not be able to do the required math for the TTP AS Degree. Whether or not a student can do the work is determined by the student’s math aptitude and resolve. Let the student make this decision. Miracles do happen. If the student isn’t suited to do the TTP math requirements and still wants the bachelor’s degree, go to number four.
4. There are alternative ways of getting a bachelor’s degree. If the TTP is not the most promising approach because of the heavy math requirements, ask the student to consider getting a Professional Studies bachelor’s degree at MTSU, for example. The student would earn the AAS in Business Marketing and Retailing at NSCC and then transfer to MTSU to earn the Professional Studies bachelor’s degree. A number of the credit hours from our AAS Degree will transfer into the Professional Studies degree. Advising from the MTSU advisor on our campus is recommended. Alternative approaches include earning the AAS Degree in Business Marketing and Retailing at NSCC then transferring to Trevecca Nazarene University or another institution with less rigorous math requirements for the bachelor’s.
5. If the student is weak in math, but still wants an advanced degree in Business Marketing and Retailing, the student may want to consider another interesting option. This option would consist of three degrees and would take more time. However, when completed, the student would likely be better prepared for a good job in Business Marketing and Retailing than if only the TTP AS Degree in Marketing and the bachelor’s in Marketing were earned. The student would (1) earn the AAS in Business Marketing and Retailing at NSCC, (2) earn the bachelor’s in Professional Studies, and (3) the student would earn an MBA in Business Marketing. Many MBA programs accept students with non-business bachelor’s degrees as long as they have taken certain prerequisite courses. Many, if not all of these prerequisite courses, would be taken in the AAS Degree in Business Marketing and Retailing curriculum.
6. If the student does want to pursue the A.A.S. Degree in Business in the Marketing and Retailing Concentration they should follow the sequence of courses listed on the advising sheet.
7. All AAS Business degree students are required to complete the capstone course BUSN 2395 Business Applications during their final semester in the program or earlier if they have completed the seven prerequisite courses: BUSN 1350 Sales and Service, BUSN 2300 Business Ethics, BUSN 2350 Organizational Behavior, BUSN 2370 Legal Environment of Business, BUSN 2380 Principles of Marketing, ECON 2010 Macroeconomics or ECON 2020 Microeconomics, and LOGI 1000 Introduction to Logistics. The capstone course contains the business program exit exam which is also the course final exam.
8. This AAS degree is not intended to transfer into state university programs of business (TBR and UT universities).
9. It does transfer into the following state university degrees: APSU BS Degree in General Studies, MTSU BS Degree in Professional Studies, and TSU BBA Degree in Supply Chain Management, Marketing, and Management.
10. It also transfers into the following private university BS business degree programs: Argosy University, Ashford University (depends on AU major which NSCC courses transfer), Belmont University (depends on BU business major which NSCC courses transfer), Bethel University, Capella University, Cumberland University, Freed-Hardeman University, Kaplan University, Kings College, Lipscomb University, Trevecca Nazarene University, University of Phoenix, and Victory University.

Additional Comments: Explore the various alternative concentrations for those students who clearly want to earn the AAS Degree in Business. Marketing and Retailing may not be the best concentration for the student. Students should also consider Entrepreneurship, Logistics, and Management.