The business administration program prepares a diverse group of students to succeed as the future managers and leaders within our local communities. The program supports students’ needs to acquire skills that will allow them to establish a career and/or become more productive in their current organizations. We are particularly committed to helping students become professionals who are capable of thinking critically, working in teams, utilizing technology, performing research, making decisions, and communicating ideas effectively in a global economy.

An associate of applied science (AAS) in business administration with a marketing specialty emphasizes developing essential skills for students to be successful in entry-level marketing positions. The program helps students develop fundamental skills in advertising, consumer behavior, marketing, market research, promotions, and sales. Students are prepared for e-Commerce, entrepreneurship, retail and wholesale marketing. Individuals who are looking to advance their careers in marketing may opt to continue their education at the baccalaureate level.

FOR MORE INFORMATION:
Please contact the Management and Marketing Department at LoneStar.edu/Management-Marketing-Dept
Business Administration AAS: Marketing Specialization Area

Complete your Business Administration AAS: Marketing Specialization Area in 2 years!

For more information on gainful employment, visit LoneStar.edu/GainfulEmployment.

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