



Associate of Applied Science Degree in Marine Industry Technology (MIT)

The MIT associate's degree offers four different concentrations from which a student may choose. This degree provides a broad, yet strong, foundation in the marine industry as a whole. Graduates of the degree program have a wider range of professional opportunities and a better understanding of the business practices behind the marine industry. In order to earn an MIT associate's degree, a student must choose one of the following concentrations:

Comprehensive Boatbuilding concentration: A student must successfully complete Wooden Boat Building (either the Wood Construction OR Wood Composite Construction course) PLUS Composite Boat Building.

Boat Building and Systems concentration: A student must successfully complete the Marine Systems Program PLUS one of the following: Wooden Boat Building Program (either the Wood Construction or Wood Composite Construction course) OR Composite Boat Building.

Boat Building and Design concentration: A student must successfully complete the Yacht Design Program PLUS one of the following: Wooden Boat Building Program (either the Wood Construction or Wood Composite Construction course) OR Composite Boat Building.

Yacht Design and Systems concentration: A student must successfully complete the Yacht Design Program AND the Marine Systems Program.

Each of these concentrations within the MIT degree requires a student to successfully complete **89 credit-hours** including **74 technical credits** and **15 general education credits**. Each full-time educational program (Wooden Boat Building, Composite Boat Building, Yacht Design and Marine Systems) is a 37-credit technical course.

General Education Credits

Every student who is enrolled in an associate's degree program at The Landing School is required to successfully complete 15 credit-hours of general education courses. (See *Catalog* for specific credit requirements.) A student may earn those credits at a college of his/her choosing with prior approval from The Landing School president. A student who has previously earned credits at a college prior to attending The Landing School may request transfer of his/her applicable credits to The Landing School's associate's degree program by submitting the request in writing to The Landing School. It is at the sole discretion of The Landing School administration to accept credit transfers from other institutions. Alternatively, a student may enroll in and complete general education courses offered on The Landing School campus.

The specific areas of general education studies from which a student may choose to earn credit are:

- English (applied writing)*
- Math* (applied)
- Physics (applied)
- Communication (public speaking, leadership, organizational)
- Business (management, accounting, organizational methods)
- Economics (intro, macro, micro)
- Marketing (small business, advertising, research)
- Fine Arts (applied drawing, photography, graphic design)

***Three credits of English and three credits of math are required.** Students may then select **three of the six other areas of study** from which to earn the remaining nine credits. A C- (70) or better must be earned in a general education course in order to apply credit toward the degree program.



The Landing School

General Education Cost of Attendance

General education courses are supplemental offerings to The Landing School's four main programs. Students pay \$400 per credit hour to enroll, and some courses have additional program fees and required textbooks. **This cost will be added into the overall COA for students enrolled in the general education program, which may increase the amount of federal financial aid for which students are eligible.** The following is The Landing School's best estimate of the cost of each course in the general education program:

Tuition	\$1,200
Program Fees	\$0
Textbooks	\$100
Total Estimate:	\$1,300

General Education Course Schedule

Fall 2010

Professional Writing

Mondays, 5:15 – 8:30 p.m., September 13, 2010–January 10, 2011

Students are introduced to the fundamentals of academic writing as applicable to the professional environment. Through a range of writing projects students learn to communicate complex ideas effectively to various audiences including customers, peers and executives. Students are asked to react to common working situations through writing letters, proposals, persuasive essays, copy and articles. Students learn to use writing to demonstrate understanding, and also to teach, persuade, inform and challenge their readers. Proper punctuation, style and voice are incorporated into the writing process so that students refine their professional communication skills.

Instructor: Nicole Jacques

Credits: 3

This fulfills the English credit OR the Communications credit.

Introduction to Economics

Wednesdays, 5:15 – 8:30 p.m., September 15, 2010–January 12, 2011

The major concepts of the American economic system are introduced. Students use textbooks, case studies and Internet research to explore the following areas of study: The concept of scarcity; macroeconomics (economic resources, the mixed economy, Gross Domestic Product, government, business and consumption, inflation and unemployment, fiscal policy and monetary policy); microeconomics (demand and supply, consumers, competitive models); international trade and globalization; and personal economics.

Instructor: Barry Acker

Credits: 3

This fulfills the Economics credit.



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Spring 2011

Small Business Marketing

Mondays, 5:15 – 8:30 p.m., January 31–May 23, 2011

The basic principles and concepts of marketing are applied to small businesses. Students develop effective research and problem-solving techniques by exploring perspectives in product development, pricing, market and budget. Tools for media selection, branding and outcome measurements are applied to various case studies. Internet and low-cost marketing strategies are emphasized. The final goal for students is to create a small-business marketing plan with defined goals and projected outcomes.

Instructor: Nicole Jacques

Credits: 3

This fulfills the Marketing credit OR the Business credit.

Introduction to Business Management

Wednesdays, 5:15 – 8:30 p.m., February 2–May 25, 2011

Students are introduced to the fundamental concepts of business formation and development as well as practical approaches to management and team building. The basic business model is analyzed including operating environment, ownership, information and communication systems, production and marketing management, financial management and human resource management. Students also develop professional skills through learning how to build a team, work in a team, be accountable, develop a management style, communicate as a leader and network.

Instructor: Barry Acker

Credits: 3

This fulfills the Business credit.