INDUSTRIAL SALES
ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE

DESCRIPTION: This program equips successful students with the foundational skills to pursue a career in industrial sales, which differs significantly from retail sales. The successful industrial salesperson must identify and understand the needs of potential industrial customers, determine if their product will add value by improving effectiveness, efficiency, and quality, then appropriately communicate with the customer to develop long term partnerships.

GENERAL EDUCATION REQUIREMENTS  CREDITS: 12
ENG 120 or  APPLIED COMMUNICATION (3/3) or
ENG 111 or  ENGLISH COMPOSITION I (3/3) or
ENG 121    ADVANCED ENGLISH COMPOSITION I (3/3)
ECN 231    ECONOMICS (MICRO) (3/3)
PLS 221 or  AMERICAN GOVERNMENT & POLITICS (3/3) or
PLS 222    STATE & LOCAL GOVERNMENT (3/3)
SPE 121    SPEECH COMMUNICATION (3/3)

CORE PROGRAM REQUIREMENTS  CREDITS: 50
APP 100E    ELECTRICAL STUDIES FOR TRADES (3/4)
APP 122M    MACHINE REPAIR (2.5/4)
APP 124M    APPRENTICE HYDRAULICS (2.5/4)
BUS 122    PERSONAL SELLING (3/3)
BUS 123    PRINCIPLES OF ACCOUNTING I (4/4)
BUS 221    BUSINESS LAW (3/3)
BUS 222    BUSINESS LAW (3/3)
BUS 241    PRINCIPLES OF MARKETING (3/3)
BUS 249    PRINCIPLES OF NEGOTIATION (3/3)
BUS 255    BUSINESS APPLICATION SOFTWARE (3/4)
CIS 120    INTRODUCTION TO MICROCOMPUTERS (3/4)
ENG 123    TECHNICAL COMMUNICATION (3/3)
IND 110    INDUSTRIAL ORGANIZATIONS (3/3)
MFG 100    MACHINERY’S HANDBOOK (3/4)
MFG 120    PRINT INTERPRETATION & PROCESSES (3/4)
MTH 115    APPLIED ALGEBRA & TRIGONOMETRY I (5/6)

MINIMUM 60 CREDIT HOURS/71 CONTACT HOURS

YEAR 1 (FALL SEMESTER)  CREDITS: 16
ENG 120 or  APPLIED COMMUNICATION (3/3) or
ENG 111 or  ENGLISH COMPOSITION I (3/3) or
ENG 121    ADVANCED ENGLISH COMPOSITION I (3/3)
IND 110    INDUSTRIAL ORGANIZATIONS (3/3)
MFG 120    PRINT INTERPRETATION & PROCESSES (3/4)
SPE 121    SPEECH COMMUNICATION (3/3)
BUS 123    PRINCIPLES OF ACCOUNTING I (4/4)

YEAR 1 (SPRING SEMESTER)  CREDITS: 16.5
ECN 231    ECONOMICS (MICRO) (3/3)
APP 122M    MACHINE REPAIR (2.5/4)
MFG 100    MACHINERY’S HANDBOOK (3/4)
BUS 122    PERSONAL SELLING (3/3)
MTH 115    APPLIED ALGEBRA & TRIGONOMETRY I (5/6)

YEAR 2 (FALL SEMESTER)  CREDITS: 14.5
CIS 120    INTRODUCTION TO MICROCOMPUTERS (3/4)
BUS 221    BUSINESS LAW (3/3)
BUS 241    PRINCIPLES OF MARKETING (3/3)
APP 100E    ELECTRICAL STUDIES FOR TRADES (3/4)

YEAR 2 (SPRING SEMESTER)  CREDITS: 15
BUS 249    PRINCIPLES OF NEGOTIATION (3/3)
BUS 222    BUSINESS LAW (3/3)
PLS 221 or  AMERICAN GOVERNMENT & POLITICS (3/3) or
PLS 222    STATE & LOCAL GOVERNMENT (3/3)
BUS 255    BUSINESS APPLICATION SOFTWARE (3/4)
ENG 123    TECHNICAL COMMUNICATION (3/3)

Last edited: 12/2019