MARKETING
ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE

DESCRIPTION: This program prepares students for positions in the marketing area of a business organization. Successful completion will equip the student with the necessary knowledge and skills to seek employment in sales and sales management, retailing, and other marketing-related positions.

GENERAL EDUCATION REQUIREMENTS  CREDITS: 21-24
ENG 111 or  ENGLISH COMPOSITION I (3/3) or
ENG 121  ADVANCED ENGLISH COMPOSITION I (3/3)
ENG 112 or  ENGLISH COMPOSITION II (3/3) or
ENG 122  ADVANCED ENGLISH COMPOSITION II (3/3)
ECN 231  ECONOMICS (MICRO) (3/3)
ECN 232  ECONOMICS (MACRO) (3/3)
PLS 221 or  AMERICAN GOVERNMENT REQUIREMENT (3-6/3-6)
PLS 222 or
HST 221 & HST 222
PSY 101  GENERAL PSYCHOLOGY (3/3)
SPE 121  SPEECH COMMUNICATION (3/3)

CORE PROGRAM REQUIREMENTS  CREDITS: 41-43
BUS 121  INTRODUCTION TO BUSINESS (3/3) A
BUS 122  PERSONAL SELLING (3/3) A
BUS 123  PRINCIPLES OF ACCOUNTING I (4/4) A
BUS 124  PRINCIPLES OF ACCOUNTING II (4/4) A
BUS 125 or higher  BUSINESS MATH OR HIGHER MATH (3-5/3-5)
BUS 221  BUSINESS LAW (3/3) A
BUS 222  BUSINESS LAW (3/3) A
BUS 229  ADVERTISING (3/3) A
BUS 241  PRINCIPLES OF MARKETING (3/3) A
BUS 255  BUSINESS APPLICATION SOFTWARE (3/4) A
CIS 120  INTRODUCTION TO MICROCOMPUTERS (3/4) A
CIS 240  MULTIMEDIA PRESENTATIONS (3/4) A
CIS 241  INTRO TO WEB DESIGN & MANAGEMENT (3/4) A

MINIMUM 62 CREDIT HOURS/66 CONTACT HOURS

NOTES:
^ Included in occupational specialty.
GPA of 2.0 or higher must be maintained in occupational specialty courses

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SUGGESTED SEQUENCE OF COURSES

Year 1 (Fall Semester)  Credits: 16-18
ENG 111 or  ENGLISH COMPOSITION I (3/3) or
ENG 121  ADVANCED ENGLISH COMPOSITION I (3/3)
BUS 125 or higher  BUSINESS MATH OR HIGHER MATH (3-5/3-5)
BUS 121  INTRODUCTION TO BUSINESS (3/3)
BUS 123  PRINCIPLES OF ACCOUNTING I (4/4)
CIS 120  INTRODUCTION TO MICROCOMPUTERS (3/4)

Year 1 (Spring Semester)  Credits: 16
ENG 112 or  ENGLISH COMPOSITION II (3/3) or
ENG 122  ADVANCED ENGLISH COMPOSITION II (3/3)
BUS 122  PERSONAL SELLING (3/3)
BUS 124  PRINCIPLES OF ACCOUNTING II (4/4)
BUS 241  PRINCIPLES OF MARKETING (3/3)
BUS 255  BUSINESS APPLICATION SOFTWARE (3/4)

Year 2 (Fall Semester)  Credits: 15-18
BUS 221  BUSINESS LAW (3/3)
ECN 231  ECONOMICS (MICRO) (3/3)
PLS 221 or  AMERICAN GOVERNMENT REQUIREMENT (3-6/3-6)
PLS 222 or
HST 221 & HST 222
PSY 101  GENERAL PSYCHOLOGY (3/3)
SPE 121  SPEECH COMMUNICATION (3/3)

Year 2 (Spring Semester)  Credits: 15
BUS 222  BUSINESS LAW (3/3)
ECN 232  ECONOMICS (MACRO) (3/3)
BUS 229  ADVERTISING (3/3)
CIS 240  MULTIMEDIA PRESENTATIONS (3/4)
CIS 241  INTRO TO WEB DESIGN & MANAGEMENT (3/4)