

MARKETING
Associate in Applied Science (AAS) Degree

Minimum Credits: 62.0
Contact Hours: 66.0

INTRODUCTION: 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 the sales and sales management, retailing, and other marketing-related positions.

GENERAL EDUCATION COURSES (MEETS GRADUATION REQUIREMENTS)

COURSE	TITLE	CREDITS	CONTACT HOURS
ENG 111 or ENG 121	English Composition I or Advanced English Composition I	3.0	3.0
ENG 112 or ENG 122	English Composition II or Adv. English Composition II	3.0	3.0
ECN 231	Economics (Micro)	3.0	3.0
ECN 232	Economics (Macro)	3.0	3.0
PLS 221 or PLS 222 or HST 221 & HST 222	American Government Requirement	3.0-6.0	3.0-6.0
PSY 101	General Psychology	3.0	3.0
SPE 121	Speech Communication	3.0	3.0
GENERAL EDUCATION CREDITS/CONTACT HOURS:		21.0-24.0	21.0-24.0

CORE PROGRAM COURSES (MEET WITH ACADEMIC ADVISOR TO DETERMINE CORE PROGRAM COURSES FOR CONCENTRATION AND TRANSFER)

COURSE	TITLE	CREDITS	CONTACT HOURS
BUS 121	Introduction to Business ^A	3.0	3.0
BUS 122	Personal Selling ^A	3.0	3.0
BUS 123	Principles of Accounting I ^A	4.0	4.0
BUS 124	Principles of Accounting II ^A	4.0	4.0
BUS 125 or higher math	Business Math or higher math	3.0-5.0	3.0-5.0
BUS 221	Business Law ^A	3.0	3.0
BUS 222	Business Law ^A	3.0	3.0
BUS 229	Advertising	3.0	3.0
BUS 241	Principles of Marketing ^A	3.0	3.0
BUS 255	Business Application Software ^A	3.0	4.0
CIS 120	Introduction to Microcomputers	3.0	4.0
CIS 240	Multimedia Presentations ^A	3.0	4.0
CIS 241	Introduction to Web Design & Management ^A	<u>3.0</u>	<u>4.0</u>
CORE PROGRAM CREDITS/CONTACT HOURS:		41.0-43.0	45.0-47.0
TOTAL MINIMUM PROGRAM CREDITS/CONTACT HOURS:		62.0	66.0

SUGGESTED SEQUENCING OF COURSES:

YEAR 1 (FALL SEMESTER) <u>16.0-18.0</u> CREDITS		CREDITS	CONTACT HRS	YEAR 1 (SPRING SEMESTER) <u>16.0</u> CREDITS		CREDITS	CONTACT HRS
ENG 111 or ENG 121 English Comp I	3.0	3.0	ENG 112 or ENG 122 English Comp II	3.0	3.0	3.0	3.0
BUS 125 or higher math	3.0-5.0	3.0-5.0	BUS 122 Personal Selling	3.0	3.0	3.0	3.0
BUS 121 Introduction to Business	3.0	3.0	BUS 124 Principles of Accounting II	4.0	4.0	4.0	4.0
BUS 123 Principles of Accounting I	4.0	4.0	BUS 241 Principles of Marketing	3.0	3.0	3.0	3.0
CIS 120 Introduction to Microcomputers	<u>3.0</u>	<u>4.0</u>	BUS 255 Business Application Software	<u>3.0</u>	<u>4.0</u>	<u>3.0</u>	<u>4.0</u>
TOTAL	16.0-18.0	17.0-19.0	TOTAL	16.0	17.0	16.0	17.0
YEAR 2 (FALL SEMESTER) <u>15.0-18.0</u> CREDITS		CREDITS	CONTACT HRS	YEAR 2 (SPRING SEMESTER) <u>15.0</u> CREDITS		CREDITS	CONTACT HRS
BUS 221 Business Law	3.0	3.0	BUS 222 Business Law	3.0	3.0	3.0	3.0
ECN 231 Economics (Micro)	3.0	3.0	ECN 232 Economics (Macro)	3.0	3.0	3.0	3.0
American Government Requirement	3.0-6.0	3.0-6.0	BUS 229 Advertising	3.0	3.0	3.0	3.0
SPE 121 Speech Communication	3.0	3.0	CIS 240 Multimedia Presentations	3.0	4.0	3.0	4.0
PSY 101 General Psychology	<u>3.0</u>	<u>3.0</u>	CIS 241 Intro to Web Design & Mgt	<u>3.0</u>	<u>4.0</u>	<u>3.0</u>	<u>4.0</u>
TOTAL	15.0-18.0	15.0-18.0	TOTAL	15.0	17.0	15.0	17.0

NOTES:

^A Included in occupational specialty – GPA of 2.0 or higher must be maintained in the area of occupational specialty