

Business Marketing, A.A.S.

25-26 catalog

Full-time with summer course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.			
Year 1			
Fall Semester			
<input type="checkbox"/> Success Skills for the 21st Century	GNST 100	3 Cr.	
<input type="checkbox"/> Introduction to Business	BUSN 135	3 Cr.	
<input type="checkbox"/> Principles of Marketing	MRKT 233	3 Cr.	
<input type="checkbox"/> Choose 1			
Marketing Research (Even year)	MRKT 230	3 Cr.	
Consumer Behavior (Odd year)	MRKT 232	3 Cr.	
<input type="checkbox"/> Computer Literacy (test out option available)	CMIS 101	3 Cr.	
Spring Semester			
<input type="checkbox"/> Legal Environment of Business	BUSN 200	3 Cr.	
<input type="checkbox"/> Introduction to Computer Information Systems	CMIS 115	3 Cr.	
<input type="checkbox"/> Business & Technical Communication	BUSN 183	3 Cr.	
<input type="checkbox"/> Choose 1			
Promotion & Advertising (Even year)	MRKT 248	3 Cr.	
Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr.	
<input type="checkbox"/> Mathematics Requirement (choose 1)			
Introductory Statistics	MATH 190	4 Cr.	
Math for Everyday Life	MATH 101	4 Cr.	
Summer Session			
<input type="checkbox"/> Freshman English I	ENGL 100	3 Cr.	
<input type="checkbox"/> Lab Science Requirement		4 Cr.	
Year 2			
Fall Semester			
<input type="checkbox"/> Principles of Accounting I	ACCT 115	4 Cr.	
<input type="checkbox"/> Concepts of Management	MGMT 237	3 Cr.	
<input type="checkbox"/> Strategic Management	MGMT 275	3 Cr.	
<input type="checkbox"/> Choose 1			
Marketing Research (Even year)	MRKT 230	3 Cr.	
Consumer Behavior (Odd year)	MRKT 232	3 Cr.	
Spring Semester			
<input type="checkbox"/> Principles of Microeconomics	ECON 216	3 Cr.	
<input type="checkbox"/> Humanities Requirement		3-4 Cr.	
<input type="checkbox"/> Organizational Behavior	MGMT 250	3 Cr.	
<input type="checkbox"/> Choose 1			
Promotion & Advertising (Even year)	MRKT 248	3 Cr.	
Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr.	
Academic Advising: You should meet with an academic counselor prior to registering for classes.			
Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.			
Summer Session			
<input type="checkbox"/> Communication Requirement	COMM	3 Cr.	
<input type="checkbox"/> American Political System	POLI 240	3 Cr.	
Courses in italics may be taken in the summer term.			Total Minimum Credits: 66

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Full-time course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1

Fall Semester

- ☐ Success Skills for the 21st Century GNST 100 3 Cr.
- ☐ Introduction to Business BUSN 135 3 Cr.
- ☐ Principles of Marketing MRKT 233 3 Cr.
- ☐ Choose 1
 - Marketing Research MRKT 230 3 Cr.
(Even year)
 - Consumer Behavior MRKT 232 3 Cr.
(Odd year)
- ☐ Computer Literacy CMIS 101 3 Cr.
(test out option available)
- ☐ Freshman English I ENGL 100 3 Cr.

Spring Semester

- ☐ Legal Environment of Business BUSN 200 3 Cr.
- ☐ Introduction to Computer Information Systems CMIS 115 3 Cr.
- ☐ Business & Technical Communication BUSN 183 3 Cr.
- ☐ Choose 1
 - Promotion & Advertising MRKT 248 3 Cr.
(Even year)
 - Marketing in a Virtual World MRKT 275 3 Cr.
(Odd year)
- ☐ Communication Requirement COMM 3 Cr.
- ☐ American Political System POLI 240 3 Cr.

Year 2

Fall Semester

- ☐ Principles of Accounting I ACCT 115 4 Cr.
- ☐ Concepts of Management MGMT 237 3 Cr.
- ☐ Strategic Management MGMT 275 3 Cr.
- ☐ Choose 1
 - Marketing Research MRKT 230 3 Cr.
(Even year)
 - Consumer Behavior MRKT 232 3 Cr.
(Odd year)
- ☐ Lab Science Requirement 4 Cr.

Spring Semester

- ☐ Principles of Microeconomics ECON 216 3 Cr.
- ☐ Mathematics Requirement (choose 1)
 - Introductory Statistics MATH 190 4 Cr.
 - Math for Everyday Life MATH 101 4 Cr.
- ☐ Humanities Requirement 3-4 Cr.
- ☐ Organizational Behavior MGMT 250 3 Cr.
- ☐ Choose 1
 - Promotion & Advertising MRKT 248 3 Cr.
(Even year)
 - Marketing in a Virtual World MRKT 275 3 Cr.
(Odd year)

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

Academic Advising: You should meet with an academic counselor prior to registering for classes.

Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.

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Half-time course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 5.5 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1

Fall Semester

- ☐ Success Skills for the 21st Century GNST 100 3 Cr.
- ☐ Introduction to Business BUSN 135 3 Cr.

Spring Semester

- ☐ Freshman English I ENGL 100 3 Cr.
- ☐ Principles of Marketing MRKT 233 3 Cr.

Year 2

Fall Semester

- ☐ Computer Literacy CMIS 101 3 Cr.
(test out option available)
- ☐ Choose 1
 - Marketing Research (Even yr.) MRKT 230 3 Cr.
 - Consumer Behavior (Odd yr.) MRKT 232 3 Cr.

Spring Semester

- ☐ Introduction to Computer Information Systems CMIS 115 3 Cr.
- ☐ Choose 1
 - Promotion & Advertising (Even yr.) MRKT 248 3 Cr.
 - Marketing in a Virtual World (Odd yr.) MRKT 275 3 Cr.

Year 3

Fall Semester

- ☐ Principles of Accounting I ACCT 115 4 Cr.
- ☐ Human Resource Management MGMT 245 3 Cr.
- ☐ Choose 1
 - Marketing Research (Even yr.) MRKT 230 3 Cr.
 - Consumer Behavior (Odd yr.) MRKT 232 3 Cr.

Spring Semester

- ☐ Choose 1
 - Promotion & Advertising (Even yr.) MRKT 248 3 Cr.
 - Marketing in a Virtual World (Odd yr.) MRKT 275 3 Cr.
- ☐ Communication Requirement 3-4 Cr.

Year 5

Fall Semester

- ☐ Concepts of Management MGMT 237 3 Cr.
- ☐ American Political System POLI 240 3 Cr.

Spring Semester

- ☐ Principles of Microeconomics ECON 216 3 Cr.
- ☐ Organizational Behavior MGMT 250 3 Cr.

Year 4

Fall Semester

- ☐ Business & Technical Communication BUSN 183 3 Cr.
- ☐ Humanities Requirement 3-4 Cr.

Spring Semester

- ☐ Legal Environment of Business BUSN 200 3 Cr.
- ☐ Mathematics Requirement (choose 1)
 - Introductory Statistics MATH 190 4 Cr.
 - Math for Everyday Life MATH 101 4 Cr.

Year 6

Fall Semester

- ☐ Lab Science Requirement 4 Cr.
- ☐ Strategic Management MGMT 275 3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

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Full-time spring start course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1

Spring Semester

- ☐ **Success Skills for the 21st Century** GNST 100 3 Cr.
- ☐ **Introduction to Business** BUSN 135 3 Cr.
- ☐ **Legal Environment of Business** BUSN 200 3 Cr.
- ☐ **Principles of Marketing** MRKT 233 3 Cr.
- ☐ **Choose 1**
 - Promotion & Advertising (Even year) MRKT 248 3 Cr.
 - Marketing in a Virtual World (Odd year) MRKT 275 3 Cr.

Summer Semester

- ☐ **Computer Literacy** (test out option available) CMIS 101 3 Cr.
- ☐ **Freshman English I** ENGL 100 3 Cr.

Fall Session

- ☐ **Principles of Accounting I** ACCT 115 4 Cr.
- ☐ **Introduction to Computer Information Systems** CMIS 115 3 Cr.
- ☐ **Concepts of Management** MGMT 237 3 Cr.
- ☐ **Choose 1**
 - Marketing Research (Even year) MRKT 230 3 Cr.
 - Consumer Behavior (Odd year) MRKT 232 3 Cr.

Year 2

Spring Semester

- ☐ **Principles of Microeconomics** ECON 216 3 Cr.
- ☐ **Mathematics Requirement** (choose 1)
 - Introductory Statistics MATH 190 4 Cr.
 - Math for Everyday Life MATH 101 4 Cr.
- ☐ **Humanities Requirement** 3-4 Cr.
- ☐ **Organizational Behavior** MGMT 250 3 Cr.
- ☐ **Choose 1**
 - Promotion & Advertising (Even year) MRKT 248 3 Cr.
 - Marketing in a Virtual World (Odd year) MRKT 275 3 Cr.

Summer Semester

- ☐ **Communication Requirement** COMM 3 Cr.
- ☐ **American Political System** POLI 240 3 Cr.

Fall Session

- ☐ **Business & Technical Communication** BUSN 183 3 Cr.
- ☐ **Lab Science Requirement** 4 Cr.
- ☐ **Strategic Management** MGMT 275 3 Cr.
- ☐ **Choose 1**
 - Marketing Research (Even year) MRKT 230 3 Cr.
 - Consumer Behavior (Odd year) MRKT 232 3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

Academic Advising: You should meet with an academic counselor prior to registering for classes.

Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.