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 sequenci	ing. Please s	ee a cour	'or or advisor for individual adjustments.		
Year 1			Year 2		
Fall Semester			Fall Semester		
☐ Success Skills for the 21st Century	GNST 100	3 Cr.	☐ Principles of Accounting I ACCT 115 4 Cr.		
☐ Introduction to Business	BUSN 135	3 Cr.	☐ Concepts of Management MGMT 237 3 Cr.		
☐ Principles of Marketing	MRKT 233	3 Cr.	☐ Strategic Management MGMT 275 3 Cr.		
☐ Choose 1  Marketing Research (Even year)  Consumer Behavior	MRKT 230 MRKT 232	3 Cr. 3 Cr.	☐ Choose 1  Marketing Research (Even year) Consumer Behavior  MRKT 230 3 Cr.  MRKT 232 3 Cr.		
(Odd year)  Computer Literacy (test out option available)	CMIS 101	3 Cr.	(Odd year)		
Spring Semester			Spring Semester		
☐ Legal Environment of Business	BUSN 200	3 Cr.	☐ Principles of Microeconomics ECON 216 3 Cr.		
<ul><li>Introduction to Computer Information Systems</li></ul>	CMIS 115	3 Cr.	☐ Humanities Requirement 3-4 Cr. ☐ Organizational Behavior MGMT 250 3 Cr.		
☐ Business & Technical Communication	BUSN 183	3 Cr.	☐ Choose 1  Promotion & Advertising MRKT 248 3 Cr.		
☐ Choose 1  Promotion & Advertising (Even year)	MRKT 248	3 Cr.	(Even year)  Marketing in a Virtual World  MRKT 275 3 Cr		
Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr	(Odd year) <b>Academic Advising:</b> You should meet with an academic counselor prior to registering for classes.		
☐ <i>Mathematics Requirement</i> (choo Introductory Statistics Math for Everyday Life	se 1) MATH 190 MATH 101	4 Cr. 4 Cr.	<b>Note:</b> 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			Summer Session		
☐ Freshman English I	ENGL 100	3 Cr.	☐ <b>Communication Requirement</b> COMM 3 Cr.		
☐ Lab Science Requirement		4 Cr.	☐ American Political System POLI 240 3 Cr.		
Courses in italics may be taken in the sui	mmer term.		Total Minimum Credits: 66		

#### **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 sequenc	ing. Please s	see a coun	selor or advisor for individual adjustments.
Year 1			Year 2
Fall Semester			Fall Semester
☐ Success Skills for the 21st Century	GNST 100	3 Cr.	☐ Principles of Accounting I ACCT 115 4 Cr.
☐ Introduction to Business	BUSN 135	3 Cr.	☐ Concepts of Management MGMT 237 3 Cr.
☐ Principles of Marketing	MRKT 233	3 Cr.	☐ Strategic Management MGMT 275 3 Cr.
☐ Choose 1  Marketing Research (Even year)  Consumer Behavior (Odd year)	MRKT 230 MRKT 232	3 Cr. 3 Cr.	☐ Choose 1  Marketing Research  (Even year)  Consumer Behavior  (Odd year)  ☐ Choose 1  MRKT 230 3 Cr.
(codd year)  Computer Literacy (test out option available)	CMIS 101	3 Cr.	☐ Lab Science Requirement 4 Cr.
☐ Freshman English I	ENGL 100	3 Cr.	
Spring Semester			Spring Semester
☐ Legal Environment of Business	BUSN 200	3 Cr.	☐ Principles of Microeconomics ECON 216 3 Cr.
<ul><li>☐ Introduction to Computer Information Systems</li><li>☐ Business &amp; Technical</li></ul>	CMIS 115 BUSN 183	3 Cr. 3 Cr.	☐ <i>Mathematics Requirement</i> (choose 1)  Introductory Statistics MATH 190 <i>4 Cr.</i> Math for Everyday Life MATH 101 <i>4 Cr.</i>
Communication	DO3N 103	3 CI.	☐ Humanities Requirement 3-4 Cr.
☐ Choose 1  Promotion & Advertising (Even year)	MRKT 248	3 Cr.	☐ Organizational Behavior MGMT 250 3 Cr.☐ Choose 1
Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr	Promotion & Advertising MRKT 248 3 Cr. (Even year)  Marketing in a Virtual World MRKT 275 3 Cr.
☐ Communication Requirement	COMM	3 Cr.	Marketing in a Virtual World MRKT 275 <i>3 Cr</i> (Odd year)
☐ American Political System	POLI 240	3 Cr.	(= === ) === /
Courses in italics may be taken in the su	mmer 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.

#### 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 counse	elor or advisor for individual adjustments.
Year 1	Year 5
Fall Semester  □ Success Skills for the 21st Century GNST 100 3 Cr. □ Introduction to Business BUSN 135 3 Cr.	Fall Semester  ☐ Concepts of Management MGMT 237 3 Cr. ☐ American Political System POLI 240 3 Cr.
Spring Semester  ☐ Freshman English I ENGL 100 3 Cr. ☐ Principles of Marketing MRKT 233 3 Cr.	Spring Semester  ☐ Principles of Microeconomics ECON 216 3 Cr. ☐ Organizational Behavior MGMT 250 3 Cr.
Year 2	Year 4
Fall Semester  ☐ Computer Literacy CMIS 101 3 Cr. (test out option available) ☐ Choose 1  Marketing Research (Even yr.) MRKT 230 3 Cr.	Fall Semester  ☐ Business & Technical BUSN 183 3 Cr. Communication ☐ Humanities Requirement 3-4 Cr.
Consumer Behavior (Odd yr.) MRKT 232 3 Cr.  Spring Semester  Introduction to Computer CMIS 115 3 Cr. Information Systems Choose 1	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.
Promotion & Advertising (Even yr.) MRKT 248 3 Cr. Marketing in a Virtual World (Odd yr.) MRKT 275 3 Cr	Year 6
Year 3 Fall Semester	Fall Semester       4 Cr.         □ Lab Science Requirement       4 Cr.         □ Strategic Management       MGMT 275 3 Cr.
<ul> <li>□ Principles of Accounting I</li> <li>□ Human Resource Management</li> <li>□ Choose 1</li> <li>Marketing Research (Even yr.)</li> <li>Consumer Behavior (Odd yr.)</li> </ul> ACCT 115 4 Cr.  MGMT 245 3 Cr.  MRKT 230 3 Cr.  MRKT 230 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.	Courses in italics may be taken in the summer term.  Total Minimum Credits: 66

### 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

Year 1			Year 2	
Spring Semester			Spring Semester	
<ul> <li>Success Skills for the 21st Century</li> <li>Introduction to Business</li> <li>Legal Environment of Business</li> <li>Principles of Marketing</li> <li>Choose 1         <ul> <li>Promotion &amp; Advertising</li> <li>(Even year)</li> <li>Marketing in a Virtual World</li> <li>(Odd year)</li> </ul> </li> </ul>	GNST 100 BUSN 135 BUSN 200 MRKT 233 MRKT 248 MRKT 275	3 Cr. 3 Cr. 3 Cr. 3 Cr. 3 Cr.	<ul> <li>□ Principles of Microeconomics</li> <li>□ Mathematics Requirement (choose 1)         <ul> <li>Introductory Statistics</li> <li>MATH 190</li> <li>Math for Everyday Life</li> <li>MATH 101</li> </ul> </li> <li>□ Humanities Requirement</li> <li>□ Organizational Behavior</li> <li>□ Choose 1</li> <li>Promotion &amp; Advertising</li> <li>(Even year)</li> <li>Marketing in a Virtual World</li> </ul> <li>MRKT 275</li>	3 Cr. 4 Cr. 4 Cr. 3-4 Cr. 3 Cr. 3 Cr.
Summer Semester  Computer Literacy (test out option available) Freshman English I	CMIS 101 ENGL 100	3 Cr. 3 Cr.	(Odd year)  Summer Semester  Communication Requirement COMM American Political System POLI 240	3 Cr. 3 Cr.
Fall Session  ☐ Principles of Accounting I ☐ Introduction to Computer Information Systems	ACCT 115 CMIS 115	4 Cr. 3 Cr.	Fall Session  ☐ Business & Technical BUSN 183 Communication ☐ Lab Science Requirement	3 Cr. 4 Cr.
☐ Concepts of Management ☐ Choose 1     Marketing Research     (Even year)     Consumer Behavior     (Odd year)	MGMT 237  MRKT 230  MRKT 232	3 Cr. 3 Cr. 3 Cr.	☐ Strategic Management MGMT 275 ☐ Choose 1  Marketing Research MRKT 230 (Even year)  Consumer Behavior MRKT 232 (Odd year)	3 Cr. 3 Cr. 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.