

Business Marketing, A.A.S.

26-27 catalog

Full-time

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.
☐ <i>Computer Literacy</i> (test out option available)	CMIS 101	3 Cr.
☐ Marketing Research	MRKT 230	3 Cr.
☐ Principles of Marketing	MRKT 233	3 Cr.

Spring Semester

☐ Business & Technical Communication	BUSN 183	3 Cr.
☐ Legal Environment of Business	BUSN 200	3 Cr.
☐ Introduction to Computer Information Systems	CMIS 115	3 Cr.
☐ Marketing in a Virtual World	MRKT 275	3 Cr.
☐ <i>Mathematics Requirement</i> (choose 1)		
Introductory Statistics	MATH 190	4 Cr.
Math for Everyday Life	MATH 101	4 Cr.

Summer Session

☐ Freshman English I	ENGL 100	3 Cr.
☐ Laboratory Science Requirement		4 Cr.

Year 2

Fall Semester

☐ Principles of Accounting I	ACCT 115	4 Cr.
☐ Concepts of Management	MGMT 237	3 Cr.
☐ Consumer Behavior	MRKT 232	3 Cr.
☐ Humanities Requirement		3-4 Cr.

Spring Semester

☐ Principles of Microeconomics	ECON 216	3 Cr.
☐ Organizational Behavior	MGMT 250	3 Cr.
☐ Promotion & Advertising	MRKT 248	3 Cr.
☐ Strategic Management	MGMT 275	3 Cr.

Summer Session

☐ Oral Communication Requirement		3 Cr.
☐ American Political System	POLI 240	3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 69

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.

Business Marketing, A.A.S.

26-27 catalog

Part-time

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)
- ☐ Consumer Behavior MRKT 232 3 Cr.

Spring Semester

- ☐ Introduction to Computer Information Systems CMIS 115 3 Cr.
- ☐ Promotion & Advertising MRKT 248 3 Cr.

Year 3

Fall Semester

- ☐ Principles of Accounting I ACCT 115 4 Cr.
- ☐ Marketing Research MRKT 230 3 Cr.

Spring Semester

- ☐ Legal Environment of Business BUSN 200 3 Cr.
- ☐ Marketing in a Virtual World MRKT 275 3 Cr.

Year 5

Fall Semester

- ☐ Concepts of Management MGMT 237 3 Cr.
- ☐ *Mathematics Requirement* (choose 1)
 - Introductory Statistics MATH 190 4 Cr.
 - Math for Everyday Life MATH 101 4 Cr.

Spring Semester

- ☐ Business & Technical Communication BUSN 183 3 Cr.
- ☐ Principles of Microeconomics ECON 216 3 Cr.

Year 4

Fall Semester

- ☐ *Laboratory Science Requirement* 4 Cr.
- ☐ *Humanities Requirement* 3-4 Cr.

Spring Semester

- ☐ Organizational Behavior MGMT 250 3 Cr.
- ☐ Strategic Management MGMT 275 3 Cr.

Year 6

Fall Semester

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

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.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 69

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

Business Marketing, A.A.S.

26-27 catalog

Full-time spring start

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.
☐ Marketing in a Virtual World	MRKT 275	3 Cr.

Summer Session

☐ Freshman English I	ENGL 100	3 Cr.
☐ Laboratory Science Requirement		4 Cr.

Fall Semester

☐ Principles of Accounting I	ACCT 115	4 Cr.
☐ <i>Computer Literacy</i> (test out option available)	CMIS 101	3 Cr.
☐ Concepts of Management	MGMT 237	3 Cr.
☐ Consumer Behavior	MRKT 232	3 Cr.

Year 2

Spring Semester

☐ Introduction to Computer Information Systems	CMIS 115	3 Cr.
☐ Principles of Microeconomics	ECON 216	3 Cr.
☐ Organizational Behavior	MGMT 250	3 Cr.
☐ Strategic Management	MGMT 275	3 Cr.
☐ Promotion & Advertising	MRKT 248	3 Cr.

Summer Session

☐ Oral Communication Requirement		3 Cr.
☐ American Political System	POLI 240	3 Cr.

Fall Semester

☐ Business & Technical Communication	BUSN 183	3 Cr.
☐ Marketing Research	MRKT 230	3 Cr.
☐ Humanities Requirement		3-4 Cr.
☐ Mathematics Requirement (choose 1)		
Introductory Statistics	MATH 190	4 Cr.
Math for Everyday Life	MATH 101	4 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 69

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.