Business Administration: Marketing
A.A.S. Degree (A25120M)

Effective Term: 2026FA
Total Credits Required: 64
Registrar's Office Approved March 19, 2026

Semester 1

☐ BUS 110 – Introduction to Business (3 Credits)

☐ BUS 137 – Principles of Management (3 Credits)

☐ CIS 110 – Introduction to Computers (3 Credits)

☐ MKT 120 – Principles of Marketing (3 Credits)

☐ ENG 111 – Writing and Inquiry (3 Credits)

☐ MAT – Mathematics Elective (3 Credits)

Semester 2

☐ ACC 120 – Principles of Financial Accounting (4 Credits)

☐ BUS 115 – Business Law I (3 Credits)

☐ BUS 121 – Business Math (3 Credits)

☐ BUS 139 – Entrepreneurship I (3 Credits)

☐ ECO – Social Science Elective* (3 Credits)

Semester 3

☐ ENG 114 – Professional Research and Reporting (3 Credits)

*Could substitute ENG 112 or COM 231

☐ MKT 123 – Fundamentals of Selling (3 Credits)

☐ MKT 220 – Advertising & Sales Promotion (3 Credits)

☐ MKT 221 – Consumer Behavior (3 Credits)

☐ MKT 225 – Marketing Research (3 Credits)

Semester 4

☐ HUM 115 – Critical Thinking (3 Credits)

☐ MKT 227 – Marketing Applications** (3 Credits)

☐ MKT 228 – Service Marketing (3 Credits)

☐ MKT 232 – Social Media Marketing (3 Credits)

☐ Marketing Major Elective (3 Credits)

Social Science Elective (Choose a minimum of 3 credits)

☐ ECO 151 – Survey of Economics (3 Credits)

☐ ECO 251 – Principles of Microeconomics (3 Credits)

☐ ECO 252 – Principles of Macroeconomics (3 Credits)

Mathematics Elective (Choose a minimum of 3 credits)

☐ MAT 110 – Mathematical Measurement & Literacy (3 Credits)

☐ MAT 143 – Quantitative Literacy (3 Credits)

☐ MAT 171 – Precalculus Algebra (4 Credits)

Marketing Major Elective (Choose a minimum of 3 credits)

☐ BUS 125 – Personal Finance (3 Credits)

☐ BUS 159 – Tech Trends in Business (3 Credits)

☐ BUS 230 – Small Business Management (3 Credits)

☐ BUS 240 – Business Ethics (3 Credits)

☐ BUS 260 – Business Communications (3 Credits)

☐ GRD 151 – Computer Design Basics (3 Credits)

☐ GRD 154 – Vector Imaging Software (3 Credits)

☐ GRD 155 – Publication Design (3 Credits)

☐ WBL 111-HM – Work-Based Learning I (1 Credit)

☐ WBL 112-HM – Work-Based Learning II (2 Credits)

☐ WBL 113-HM – Work-Based Learning III (3 Credits)

Important Notes

*Recommend taking MAT Elective before ECO to be most successful.

*Recommend taking at minimum MKT 120 and MKT 225 before MKT 227.