

BUSINESS ADMINISTRATION: MARKETING A.A.S. Degree Day, Evening, & Online

PROGRAM PLANNING GUIDE

				Hours Per Week		
Course Number		Course Title	Class	Lab	Work/ Clinical	Credits
FIRST SEME	ESTER					
BUS	110	Introduction to Business	3	0	0	3
BUS	137	Principles of Management	3	0	0	3
CIS	110	Introduction to Computers	2	2	0	3 3 3
MKT	120	Principles of Marketing	3	0	0	3
ENG	111	Writing and Inquiry	3	0	0	
MAT		Math Elective	2	2	0	3
Total Hours –	18					
SECOND SEI	MESTE:	R				
ACC	120	Principles of Financial Accounting	3	2	0	4
BUS	115	Business Law I	3	0	0	3
BUS	121	Business Math	2	2	0	3
BUS	139	Entrepreneurship I	3	0	0	3
ECO		Social Science Elective*	3	0	0	3
Total Hours –	16					
THIRD SEM	ESTER					
ENG	114	Professional Research and Reporting (Could sub ENG 112 or COM 231)	3	0	0	3
MKT	123	Fundamentals of Selling	3	0	0	3
MKT	220	Advertising & Sales Promotion	3	0	0	3
MKT	221	Consumer Behavior	3	0	0	3
MKT	225	Marketing Research	3	0	0	3
Total Hours –	15					
FOURTH SE						
HUM	115	Critical Thinking	3	0	0	3
MKT	227	Marketing Applications**	3	0	0	3
MKT	228	Service Marketing	3	0	0	3
MKT	232	Social Media Marketing	2	2	0	3
		Marketing Major Elective	3	0	0	3

Total Hours – 15

$TOTAL\ GRADUATION\ REQUIREMENT-64\ SEMESTER\ CREDIT\ HOURS$

Date Revised: February 2024 POS Start Date: 2023*FA

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

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

Social Science Elective (Choose a minimum of 3 credit hours)											
ECO	151 S	urvey of Economics	3	0	0	3					
ECO	251 P	rinciples of Microeconomics	3	0	0	3					
ECO	252 P	rinciples of Macroeconomics	3	0	0	3					
Mathematics Elective (Choose a minimum of 3 credit hours)											
MAT	110 N	Iathematical Measurement & Literacy	2	2	0	3					
MAT	143 Ç	uantitative Literacy	2	2	0	3					
MAT	171 P	recalculus Algebra	3	2	0	4					
Marketing Major Elective (Choose a minimum of 3 credit hours)											
BUS	125	Personal Finance	3	0	0	3					
BUS	230	Small Business Management	3	0	0	3					
BUS	240	Business Ethics	3	0	0	3					
BUS	260	Business Communications	3	0	0	3					
WBL	111-HM	I Work-Based Learning I (10 hours/week)	0	0	10	1					
WBL	112-HN	I Work-Based Learning II (20 hours/week)	0	0	20	2					
WBL	113-HM	Work-Based Learning III (30 hours/week)	0	0	30	3					

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