



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

PROGRAM PLANNING GUIDE

Course Number	Course Title	Class	Hours Per Week		Credits
			Lab	Work/ Clinical	
<u>FIRST SEMESTER</u>					
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
MKT 120	Principles of Marketing	3	0	0	3
ENG 111	Writing and Inquiry	3	0	0	3
MAT	Math Elective	2	2	0	3

Total Hours – 18

SECOND SEMESTER

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 SEMESTER

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 SEMESTER

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

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

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

Date Revised: March 2026

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Social Science Elective (Choose a minimum of 3 credit hours)

ECO	151	Survey of Economics	3	0	0	3
ECO	251	Principles of Microeconomics	3	0	0	3
ECO	252	Principles of Macroeconomics	3	0	0	3

Mathematics Elective (Choose a minimum of 3 credit hours)

MAT	110	Mathematical Measurement & Literacy	2	2	0	3
MAT	143	Quantitative Literacy	2	2	0	3
MAT	171	Precalculus Algebra	3	2	0	4

Marketing Major Elective (Choose a minimum of 3 credit hours)

BUS	125	Personal Finance	3	0	0	3
BUS	159	Tech Trends in Business	2	2	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
GRD	151	Computer Design Basics	1	4	0	3
GRD	154	Vector Imaging Software	1	4	0	3
GRD	155	Publication Design	1	4	0	3
WBL	111-HM	Work-Based Learning I (10 hours/week)	0	0	10	1
WBL	112-HM	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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