

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	Intro to Computers	2	2	0	3
—	—	Social Science Elective	3	0	0	3
		(Choose a minimum of 3 credit hours from the Social Science Elective list.)				
ENG	111	Writing and Inquiry	3	0	0	3
MKT	120	Principles of Marketing*	3	0	0	3
<u>SECOND SEMESTER</u>						
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
MKT	220	Advertising & Sales Promotion**	3	0	0	3
—	—	Mathematics Elective	3	0	0	3
		(Choose a minimum of 3 credit hours from the Mathematics Elective list.)				
<u>THIRD SEMESTER</u>						
ENG	114	Professional Research & Reporting	3	0	0	3
MKT	221	Consumer Behavior	3	0	0	3
MKT	225	Marketing Research**	3	0	0	3
MKT	228	Service Marketing	3	0	0	3
MKT	232	Social Media Marketing	3	2	0	4
<u>FOURTH SEMESTER</u>						
BUS	139	Entrepreneurship I	3	0	0	3
HUM	115	Critical Thinking	3	0	0	3
MKT	227	Marketing Applications**	3	0	0	3
—	—	Marketing Major Elective	3	0	0	3
		(Choose a minimum of 3 credit hours from the Marketing Major Elective list.)				
MKT	123	Fundamentals of Selling	3	0	0	3

TOTAL GRADUATION REQUIREMENT: 65 SEMESTER CREDIT HOURS

*non-waivable pre-requisite for MKT 220

**non-waivable co-requisite for MKT 227

Date Revised: June 2019

POS Start Date: 2019*FA

Page 1 of 2

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

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

BUS	125	Personal Finance	3	0	0	3
BUS	228	Business Statistics	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
WBL	111	Work-Based Learning I	0	0	10	1
WBL	112	Work-Based Learning I	0	0	20	2
WBL	113	Work-Based Learning I	0	0	30	3

Date Revised: June 2019

POS Start Date: 2019*FA

Page 2 of 2