

BUSINESS ADMINISTRATION: MARKETING

A.A.S. Degree
Day, Evening, & Online

PROGRAM PLANNING GUIDE

Course Number		Course Title	Class	Hours Per Week Lab	Work/ Clinical	Credits
<u>FIRST SEMESTER</u>						
BUS	110	Introduction to Business	3	0	0	3
BUS	137	Principles of Management	3	0	0	3
CIS	111	Basic PC Literacy	1	2	0	2
_____	_____	Social Science Elective (choose a minimum of 3 credit hours)	3	0	0	3
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
MKT	123	Fundamentals of Selling	3	0	0	3
<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
BUS	240	Business Ethics	3	0	0	3
_____	_____	Mathematics Elective (choose a minimum of 3 credit hours)	2	2	0	3
_____	_____	Marketing Elective (choose a minimum of 3 credit hours)	3	0	0	3

TOTAL GRADUATION REQUIREMENT 67 SEMESTER CREDIT HOURS



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 Elective (Choose a minimum of 3 credit hours)

BUS	125	Personal Finance	3	0	0	3
BUS	228	Business Statistics	3	0	0	3
BUS	230	Small Business Management	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: April 2018

POS Start Date: 2018*FA

Page 2 of 2