

Bachelor of Applied Science in Marketing, A.A.S.

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

Year 1		
q	Principles of Accounting I	ACCT 115 4 Cr.
q	College Algebra	MGMT 237 3 Cr.
q	Statistical Methods	MGMT 275 3 Cr.
q	College 1	
	Marketing Research (Even year)	MRKT 230 3 Cr.
	Consumer Behavior (Odm7S2)	MRKT 232 3 Cr.
		3 Cr.
q	College 1	
	Promotion & Advertising (Even year)	MRKT 248 3 Cr.
	Marketing in a Virtual World (Odd year)	MRKT 275 3 Cr.
Summer Session		
q	Freshman English I	ENGL 100 3 Cr.
q		

Year 2		
Fall Semester		
q	Principles of Accounting I	ACCT 115 4 Cr.
q	College Algebra	MGMT 237 3 Cr.
q	Statistical Methods	MGMT 275 3 Cr.
q	College 1	
	Marketing Research (Even year)	MRKT 230 3 Cr.
	Consumer Behavior (Odm7S2)	MRKT 232 3 Cr.
		3 Cr.
q	College 1	
	Promotion & Advertising (Even year)	MRKT 248 3 Cr.
	Marketing in a Virtual World (Odd year)	MRKT 275 3 Cr.
Summer Session		
q	Communication Requirement	COMM 3 Cr.
q	American Political System	

Academic Advising: You should meet with an academic counselor prior to registering for classes.

Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.

Full-time course schedule

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Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1

Fall Semester

q <i>Success Strategies 21</i>	GNST 100	3 Cr.
q <i>Introduction to Business</i>	BUSN 135	3 Cr.
q <i>Principles of Marketing</i>	MRKT 233	3 Cr.
q C 1		
Marketing Research (Even year)	MRKT 230	3 Cr.
Consumer Behavior (Odd year)	MRKT 232	3 Cr.
q <i>Computer Literacy</i> (test out option available)	CMIS 101	3 Cr.
q <i>Freshman English I</i>	ENGL 100	3 Cr.

Spring Semester

q <i>Leadership & Business</i>	BUSN 200	3 Cr.
q <i>Introduction to Computers</i>	CMIS 115	3 Cr.
q <i>Business & Technology</i>	BUSN 183	3 Cr.
q C 1		
Promotion & Advertising (Even year)	MRKT 248	3 Cr.
Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr.
q <i>Communication Requirement</i>	COMM	3 Cr.
q <i>American Political System</i>	POLI 240	3 Cr.

Year 2

Fall Semester

q <i>Principles of Accounting I</i>	ACCT 115	4 Cr.
q <i>Concepts of Management</i>	MGMT 237	3 Cr.
q <i>Strategic Management</i>	MGMT 275	3 Cr.
q C 1		
Marketing Research (Even year)	MRKT 230	3 Cr.
Consumer Behavior (Odd year)	MRKT 232	3 Cr.
q <i>Lab Science Requirement</i>		4 Cr.

Spring Semester

q <i>Principles of Microeconomics</i>	ECON 216	3 Cr.
q <i>Mathematics Requirement</i> (choose 1)		
Introductory Statistics	MATH 190	4 Cr.
Math for Everyday Life	MATH 101	4 Cr.
q <i>Humanities Requirement</i>		3-4 Cr.
q <i>Organization & Behavior</i>	MGMT 250	3 Cr.
q C 1		
Promotion & Advertising (Even year)	MRKT 248	3 Cr.
Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

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Completion Time: 5.5 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1		Year 2		Year 3		Year 4	
Fall Semester		Fall Semester		Fall Semester		Fall Semester	
q S cc S	21 Cr	GNST 100	3 Cr.	q C c	Ma a	MGMT 237	3 Cr.
q I c	B	BUSN 135	3 Cr.	q A ca P ca S		POLI 240	3 Cr.
Spring Semester		Spring Semester		Spring Semester		Spring Semester	
q Freshman English I		ENGL 100	3 Cr.	q P c	Mc c	ECON 216	3 Cr.
q P c	Ma	MRKT 233	3 Cr.	q O a a	a B a	MGMT 250	3 Cr.
Year 2		Year 3		Year 4			
Fall Semester		Fall Semester		Fall Semester		Fall Semester	
q Computer Literacy	(test out option available)	CMIS 101	3 Cr.	q B & T c ca		BUSN 183	3 Cr.
q C 1	Marketing Research (Even yr.)	MRKT 230	3 Cr.	q Humanities Requirement			3-4 Cr.
	Consumer Behavior (Odd yr.)	MRKT 232	3 Cr.	Spring Semester			
Spring Semester		Spring Semester		Spring Semester		Spring Semester	
q I c C		CMIS 115	3 Cr.	q L a E	B	BUSN 200	3 Cr.
q C 1	Promotion & Advertising (Even yr.)	MRKT 248	3 Cr.	q Mathematics Requirement (choose 1)			
	Marketing in a Virtual World (Odd yr.)	MRKT 275	3 Cr.	Introductory Statistics	MATH 190	4 Cr.	
				Math for Everyday Life	MATH 101	4 Cr.	

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Academic Advising: You should meet with an academic counselor prior to registering for classes.

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