

MARKETING

ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE

DESCRIPTION: This program prepares students for positions in the marketing area of a business organization. Successful completion will equip the student with the necessary knowledge and skills to seek employment in sales and sales management, retailing, and other marketing-related positions.

GENERAL EDUCATION REQUIREMENTS CREDITS: 21-24

ENG 111 or ENG 121	ENGLISH COMPOSITION I (3/3) or ADVANCED ENGLISH COMPOSITION I (3/3)
ENG 112 or ENG 122	ENGLISH COMPOSITION II (3/3) or ADVANCED ENGLISH COMPOSITION II (3/3)
ECN 231 ECN 232	ECONOMICS (MICRO) (3/3) ECONOMICS (MACRO) (3/3)
PLS 221 or PLS 222 or HST 221 & HST 222	AMERICAN GOVERNMENT REQUIREMENT (3-6/3-6)
PSY 101 SPE 121	GENERAL PSYCHOLOGY (3/3) SPEECH COMMUNICATION (3/3)

CORE PROGRAM REQUIREMENTS CREDITS: 41-43

BUS 121	INTRODUCTION TO BUSINESS (3/3) ^A
BUS 122	PERSONAL SELLING (3/3) ^A
BUS 123	PRINCIPLES OF ACCOUNTING I (4/4) ^A
BUS 124	PRINCIPLES OF ACCOUNTING II (4/4) ^A
BUS 125 or higher	BUSINESS MATH OR HIGHER MATH (3-5/3-5)
BUS 221	BUSINESS LAW (3/3) ^A
BUS 222	BUSINESS LAW (3/3) ^A
BUS 229	ADVERTISING (3/3) ^A
BUS 241	PRINCIPLES OF MARKETING (3/3) ^A
BUS 255	BUSINESS APPLICATION SOFTWARE (3/4) ^A
CIS 120	INTRODUCTION TO MICROCOMPUTERS (3/4) ^A
CIS 240	MULTIMEDIA PRESENTATIONS (3/4) ^A
CIS 241	INTRO TO WEB DESIGN & MANAGEMENT (3/4) ^A

MINIMUM 62 CREDIT HOURS/66 CONTACT HOURS

NOTES:

^A Included in occupational specialty.

GPA of 2.0 or higher must be maintained in occupational specialty courses

MARKETING

ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE SUGGESTED SEQUENCE OF COURSES

Year 1 (Fall Semester) CREDITS: 16-18

ENG 111 or ENG 121	ENGLISH COMPOSITION I (3/3) or ADVANCED ENGLISH COMPOSITION I (3/3)
BUS 125 or higher	BUSINESS MATH OR HIGHER MATH (3-5/3-5)
BUS 121	INTRODUCTION TO BUSINESS (3/3)
BUS 123	PRINCIPLES OF ACCOUNTING I (4/4)
CIS 120	INTRODUCTION TO MICROCOMPUTERS (3/4)

Year 1 (Spring Semester) CREDITS: 16

ENG 112 or ENG 122	ENGLISH COMPOSITION II (3/3) or ADVANCED ENGLISH COMPOSITION II (3/3)
BUS 122	PERSONAL SELLING (3/3)
BUS 124	PRINCIPLES OF ACCOUNTING II (4/4)
BUS 241	PRINCIPLES OF MARKETING (3/3)
BUS 255	BUSINESS APPLICATION SOFTWARE (3/4)

Year 2 (Fall Semester) CREDITS: 15-18

BUS 221	BUSINESS LAW (3/3)
ECN 231	ECONOMICS (MICRO) (3/3)
PLS 221 or PLS 222 or HST 221 & HST 222	AMERICAN GOVERNMENT REQUIREMENT (3-6/3-6)
PSY 101	GENERAL PSYCHOLOGY (3/3)
SPE 121	SPEECH COMMUNICATION (3/3)

Year 2 (Spring Semester) CREDITS: 15

BUS 222	BUSINESS LAW (3/3)
ECN 232	ECONOMICS (MACRO) (3/3)
BUS 229	ADVERTISING (3/3)
CIS 240	MULTIMEDIA PRESENTATIONS (3/4)
CIS 241	INTRO TO WEB DESIGN & MANAGEMENT (3/4)