

# INDUSTRIAL SALES

## ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE

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DESCRIPTION: This program equips successful students with the foundational skills to pursue a career in industrial sales, which differs significantly from retail sales. The successful industrial salesperson must identify and understand the needs of potential industrial customers, determine if their product will add value by improving effectiveness, efficiency, and quality, then appropriately communicate with the customer to develop long term partnerships.

### GENERAL EDUCATION REQUIREMENTS CREDITS: 12

ENG 120 <i>or</i>	APPLIED COMMUNICATION (3/3) <i>or</i>
ENG 111 <i>or</i>	ENGLISH COMPOSITION I (3/3) <i>or</i>
ENG 121	ADVANCED ENGLISH COMPOSITION I (3/3)
ECN 231	ECONOMICS (MICRO) (3/3)
PLS 221 <i>or</i>	AMERICAN GOVERNMENT & POLITICS (3/3) <i>or</i>
PLS 222	STATE & LOCAL GOVERNMENT (3/3)
SPE 121	SPEECH COMMUNICATION (3/3)

### CORE PROGRAM REQUIREMENTS CREDITS: 50

APP 100E	ELECTRICAL STUDIES FOR TRADES (3/4)
APP 122M	MACHINE REPAIR (2.5/4)
APP 124M	APPRENTICE HYDRAULICS (2.5/4)
BUS 122	PERSONAL SELLING (3/3)
BUS 123	PRINCIPLES OF ACCOUNTING I (4/4)
BUS 221	BUSINESS LAW (3/3)
BUS 222	BUSINESS LAW (3/3)
BUS 241	PRINCIPLES OF MARKETING (3/3)
BUS 249	PRINCIPLES OF NEGOTIATION (3/3)
BUS 255	BUSINESS APPLICATION SOFTWARE (3/4)
CIS 120	INTRODUCTION TO MICROCOMPUTERS (3/4)
ENG 123	TECHNICAL COMMUNICATION (3/3)
IND 110	INDUSTRIAL ORGANIZATIONS (3/3)
MFG 100	MACHINERY'S HANDBOOK (3/4)
MFG 120	PRINT INTERPRETATION & PROCESSES (3/4)
MTH 115	APPLIED ALGEBRA & TRIGONOMETRY I (5/6)

**MINIMUM 60 CREDIT HOURS/71 CONTACT HOURS**

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

<b>YEAR 1 (FALL SEMESTER)</b>	<b>CREDITS: 16</b>
ENG 120 <i>or</i>	APPLIED COMMUNICATION (3/3) <i>or</i>
ENG 111 <i>or</i>	ENGLISH COMPOSITION I (3/3) <i>or</i>
ENG 121	ADVANCED ENGLISH COMPOSITION I (3/3)
IND 110	INDUSTRIAL ORGANIZATIONS (3/3)
MFG 120	PRINT INTERPRETATION & PROCESSES (3/4)
SPE 121	SPEECH COMMUNICATION (3/3)
BUS 123	PRINCIPLES OF ACCOUNTING I (4/4)

<b>YEAR 1 (SPRING SEMESTER)</b>	<b>CREDITS: 16.5</b>
ECN 231	ECONOMICS (MICRO) (3/3)
APP 122M	MACHINE REPAIR (2.5/4)
MFG 100	MACHINERY'S HANDBOOK (3/4)
BUS 122	PERSONAL SELLING (3/3)
MTH 115	APPLIED ALGEBRA & TRIGONOMETRY I (5/6)

<b>YEAR 2 (FALL SEMESTER)</b>	<b>CREDITS: 14.5</b>
CIS 120	INTRODUCTION TO MICROCOMPUTERS (3/4)
BUS 221	BUSINESS LAW (3/3)
BUS 241	PRINCIPLES OF MARKETING (3/3)
APP 100E	ELECTRICAL STUDIES FOR TRADES (3/4)

<b>YEAR 2 (SPRING SEMESTER)</b>	<b>CREDITS: 15</b>
BUS 249	PRINCIPLES OF NEGOTIATION (3/3)
BUS 222	BUSINESS LAW (3/3)
PLS 221 <i>or</i>	AMERICAN GOVERNMENT & POLITICS (3/3) <i>or</i>
PLS 222	STATE & LOCAL GOVERNMENT (3/3)
BUS 255	BUSINESS APPLICATION SOFTWARE (3/4)
ENG 123	TECHNICAL COMMUNICATION (3/3)