

## MARKETING

### ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE

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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

ENG 111	ENGLISH COMPOSITION I (3/3)
ENG 112	ENGLISH COMPOSITION II (3/3)
ECN 231	ECONOMICS (MICRO) (3/3)
ECN 232	ECONOMICS (MACRO) (3/3)
PLS 221	AMERICAN GOVERNMENT & POLITICS (3/3)
PSY 101	GENERAL PSYCHOLOGY (3/3)
SPE 121	SPEECH COMMUNICATION (3/3)

#### CORE PROGRAM REQUIREMENTS CREDITS: 41

BUS 121	INTRODUCTION TO BUSINESS (3/3) <sup>A</sup>
BUS 122	PERSONAL SELLING (3/3) <sup>A</sup>
BUS 123	PRINCIPLES OF ACCOUNTING I (4/4) <sup>A</sup>
BUS 124	PRINCIPLES OF ACCOUNTING II (4/4) <sup>A</sup>
BUS 125	BUSINESS MATH OR HIGHER MATH (3/3)
BUS 221	BUSINESS LAW (3/3) <sup>A</sup>
BUS 222	BUSINESS LAW (3/3) <sup>A</sup>
BUS 229	ADVERTISING (3/3) <sup>A</sup>
BUS 241	PRINCIPLES OF MARKETING (3/3) <sup>A</sup>
BUS 255	BUSINESS APPLICATION SOFTWARE (3/4) <sup>A</sup>
CIS 120	INTRODUCTION TO MICROCOMPUTERS (3/4) <sup>A</sup>
CIS 240	MULTIMEDIA PRESENTATIONS (3/4) <sup>A</sup>
CIS 250	DESKTOP PUBLISHING (3/3)

#### MINIMUM 62 CREDIT HOURS/66 CONTACT HOURS

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#### NOTES:

<sup>A</sup> Included in occupational specialty.

*A grade of 2.0 or higher must be maintained in occupational specialty courses*

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

#### Year 1 (Fall Semester) Credits: 16

BUS 121	INTRODUCTION TO BUSINESS (3/3)
BUS 122	PERSONAL SELLING (3/3)
BUS 123	PRINCIPLES OF ACCOUNTING I (4/4)
BUS 125	BUSINESS MATH OR HIGHER MATH (3/3)
ENG 111	ENGLISH COMPOSITION I (3/3)

#### Year 1 (Spring Semester) Credits: 16

BUS 124	PRINCIPLES OF ACCOUNTING II (4/4)
BUS 241	PRINCIPLES OF MARKETING (3/3)
CIS 120	INTRODUCTION TO MICROCOMPUTERS (3/4)
ECN 232	ECONOMICS (MACRO) (3/3)
ENG 112	ENGLISH COMPOSITION II (3/3)

#### Year 2 (Fall Semester) Credits: 15

BUS 221	BUSINESS LAW (3/3)
CIS 250	DESKTOP PUBLISHING (3/3)
ECN 231	ECONOMICS (MICRO) (3/3)
PLS 221	AMERICAN GOVERNMENT REQUIREMENT (3/3)
PSY 101	GENERAL PSYCHOLOGY (3/3)

#### Year 2 (Spring Semester) Credits: 15

BUS 222	BUSINESS LAW (3/3)
BUS 229	ADVERTISING (3/3)
BUS 255	BUSINESS APPLICATION SOFTWARE (3/4)
CIS 240	MULTIMEDIA PRESENTATIONS (3/4)
SPE 121	SPEECH COMMUNICATION (3/3)