

BUSINESS

BUSINESS MARKETING A.A.S.

Program Code: B.MKT.AAS

Associate in Applied Science (A.A.S.)

Graduation requirement — 60–61 semester hours

Marketing is the process of directing products from the producer to the consumer. Students prepare for their marketing careers by learning the principles, practices, and methods of operations of different types of marketing firms.

Suggested Full-time Sequence

<i>FALL</i>	<i>SPRING</i>
<i>1st Semester</i>	<i>2nd Semester</i>
BUS 101	ACC 117 or ACC 101
CIS 200	BUS 106
ENG 101	COM 121
MGT 101	ENG 102
MKT 101	MGT 113
<i>FALL</i>	<i>SPRING</i>
<i>3rd Semester</i>	<i>4th Semester</i>
BUS 245	BUS 204
ECO 101	ECO 102
MGT 112	MGT 117
MKT 155	MKT 130
MAT 110 or MAT elec	MKT 211

Required Program Courses (45–46 hours) Cr. Hrs.

ACC 117	Accounting and Bookkeeping	
or ACC 101	Financial Accounting	3–4
BUS 101	Introduction to Business	3
BUS 106	Business and Organizational Ethics	3
BUS 204	The Legal Environment of Business	3
BUS 245	Business Communications	3
BUS 250	Work Experience	
or COM 103	Introduction to Public Speaking	3
CIS 200	Business Computer Systems	3
COM 121	Introduction to Advertising	3
MGT 101	Principles of Management	3
MGT 112	Human Resource Management	3
MGT 113	Human Relations in the Workplace	3
MGT 117	Customer Service Management	3
MKT 101	Introduction to Marketing	3
MKT 155	Salesmanship	3
MKT 211	Marketing Management	3

Required General Education Courses (15 hours)

ECO 101	Principles of Macroeconomics	3
ECO 102	Principles of Microeconomics	3
ENG 101	Composition I	3
ENG 102	Composition II	3
MAT 110	Business Mathematics	
or MAT elective		3

<i>Total Semester Credit Hours</i>	<u>60–61</u>
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