

BUSINESS ADMINISTRATION: MARKETING
A.A.S. Degree
Day, Evening, & Online

PROGRAM PLANNING GUIDE

Course Number	Course Title	Class	Hours Per Week		Credits
			Lab	Work/ Clinical	
<u>FIRST SEMESTER</u>					
BUS 110	Introduction to Business	3	0	0	3
BUS 137	Principles of Management	3	0	0	3
CIS 110	Introduction to Computers	2	2	0	3
ECO —	Economics Elective (Choose ECO 151, ECO 251, or ECO 252)	3	0	0	3
ENG 111	Writing and Inquiry	3	0	0	3
MAT —	Math Elective (Choose MAT 110 or MAT 143)	2	2	0	3

Total Hours – 18

SECOND SEMESTER

ACC 120	Principles of Financial Accounting	3	2	0	4
BUS 115	Business Law I	3	0	0	3
BUS 121	Business Math	2	2	0	3
BUS 139	Entrepreneurship I	3	0	0	3
MKT 120	Principles of Marketing	3	0	0	3

Total Hours – 16

THIRD SEMESTER

ENG 114	Professional Research and Reporting	3	0	0	3
MKT 123	Fundamentals of Selling	3	0	0	3
MKT 220	Advertising & Sales Promotion	3	0	0	3
MKT 221	Consumer Behavior	3	0	0	3
MKT 225	Marketing Research	3	0	0	3

Total Hours – 15

FOURTH SEMESTER

HUM 115	Critical Thinking	3	0	0	3
MKT 227	Marketing Applications	3	0	0	3
MKT 228	Service Marketing	3	0	0	3
MKT 232	Social Media Marketing	3	2	0	4
—	Marketing Major Elective (Choose 1 course from the Marketing Major Elective list below.)	3	0	0	3

Total Hours – 16

TOTAL GRADUATION REQUIREMENT – 65 SEMESTER CREDIT HOURS



Date Revised: June 2020
 POS Start Date: 2019*FA
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Social Science Elective (Choose a minimum of 3 credit hours)

ECO	151	Survey of Economics	3	0	0	3
ECO	251	Principles of Microeconomics	3	0	0	3
ECO	252	Principles of Macroeconomics	3	0	0	3

Mathematics Elective (Choose a minimum of 3 credit hours)

MAT	110	Mathematical Measurement & Literacy	2	2	0	3
MAT	143	Quantitative Literacy	2	2	0	3

Marketing Major Elective (Choose a minimum of 3 credit hours)

BUS	125	Personal Finance	3	0	0	3
BUS	228	Business Statistics	2	2	0	3
BUS	230	Small Business Management	3	0	0	3
BUS	240	Business Ethics	3	0	0	3
BUS	260	Business Communications	3	0	0	3
WBL	111	Work-Based Learning I (10 hours/week)	0	0	10	1
WBL	112	Work-Based Learning II (20 hours/week)	0	0	20	2
WBL	113	Work-Based Learning III (30 hours/week)	0	0	30	3

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