

Business Marketing, A.A.S.

24-25 catalog

Full-time with summer course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1			Year 2		
Fall Semester			Fall Semester		
<input type="checkbox"/>	Success Skills for the 21st Century	GNST 100 3 Cr.	<input type="checkbox"/>	Principles of Accounting I	ACCT 115 4 Cr.
<input type="checkbox"/>	Introduction to Business	BUSN 135 3 Cr.	<input type="checkbox"/>	Concepts of Management	MGMT 237 3 Cr.
<input type="checkbox"/>	Principles of Marketing	MRKT 233 3 Cr.	<input type="checkbox"/>	Strategic Management	MGMT 275 3 Cr.
<input type="checkbox"/>	Choose 1		<input type="checkbox"/>	Choose 1	
	Marketing Research (Even year)	MRKT 230 3 Cr.		Marketing Research (Even year)	MRKT 230 3 Cr.
	Consumer Behavior (Odd year)	MRKT 232 3 Cr.		Consumer Behavior (Odd year)	MRKT 232 3 Cr.
<input type="checkbox"/>	Computer Literacy (test out option available)	CMIS 101 3 Cr.			
Spring Semester			Spring Semester		
<input type="checkbox"/>	Legal Environment of Business	BUSN 200 3 Cr.	<input type="checkbox"/>	Principles of Microeconomics	ECON 216 3 Cr.
<input type="checkbox"/>	Introduction to Computer Information Systems	CMIS 115 3 Cr.	<input type="checkbox"/>	Humanities Requirement	3-4 Cr.
<input type="checkbox"/>	Business & Technical Communication	BUSN 183 3 Cr.	<input type="checkbox"/>	Organizational Behavior	MGMT 250 3 Cr.
<input type="checkbox"/>	Choose 1		<input type="checkbox"/>	Choose 1	
	Promotion & Advertising (Even year)	MRKT 248 3 Cr.		Promotion & Advertising (Even year)	MRKT 248 3 Cr.
	Marketing in a Virtual World (Odd year)	MRKT 275 3 Cr.		Marketing in a Virtual World (Odd year)	MRKT 275 3 Cr.
Summer Session			Summer Session		
<input type="checkbox"/>	Freshman English I	ENGL 100 3 Cr.	<input type="checkbox"/>	Communication Requirement	COMM 3 Cr.
<input type="checkbox"/>	Lab Science Requirement	4 Cr.	<input type="checkbox"/>	American Political System	POLI 240 3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

Academic Advising: You should meet with an academic counselor prior to registering for classes.

Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.

Full-time course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1			Year 2		
Fall Semester			Fall Semester		
<input type="checkbox"/>	Success Skills for the 21st Century	GNST 100 3 Cr.	<input type="checkbox"/>	Principles of Accounting I	ACCT 115 4 Cr.
<input type="checkbox"/>	Introduction to Business	BUSN 135 3 Cr.	<input type="checkbox"/>	Concepts of Management	MGMT 237 3 Cr.
<input type="checkbox"/>	Principles of Marketing	MRKT 233 3 Cr.	<input type="checkbox"/>	Strategic Management	MGMT 275 3 Cr.
<input type="checkbox"/>	Choose 1		<input type="checkbox"/>	Choose 1	
	Marketing Research (Even year)	MRKT 230 3 Cr.		Marketing Research (Even year)	MRKT 230 3 Cr.
	Consumer Behavior (Odd year)	MRKT 232 3 Cr.		Consumer Behavior (Odd year)	MRKT 232 3 Cr.
<input type="checkbox"/>	Computer Literacy (test out option available)	CMIS 101 3 Cr.	<input type="checkbox"/>	Lab Science Requirement	4 Cr.
<input type="checkbox"/>	Freshman English I	ENGL 100 3 Cr.			
Spring Semester			Spring Semester		
<input type="checkbox"/>	Legal Environment of Business	BUSN 200 3 Cr.	<input type="checkbox"/>	Principles of Microeconomics	ECON 216 3 Cr.
<input type="checkbox"/>	Introduction to Computer Information Systems	CMIS 115 3 Cr.	<input type="checkbox"/>	Mathematics Requirement (choose 1)	
				Introductory Statistics	MATH 190 4 Cr.
<input type="checkbox"/>	Business & Technical Communication	BUSN 183 3 Cr.		Math for Everyday Life	MATH 101 4 Cr.
<input type="checkbox"/>	Choose 1		<input type="checkbox"/>	Humanities Requirement	3-4 Cr.
	Promotion & Advertising (Even year)	MRKT 248 3 Cr.	<input type="checkbox"/>	Organizational Behavior	MGMT 250 3 Cr.
	Marketing in a Virtual World (Odd year)	MRKT 275 3 Cr.	<input type="checkbox"/>	Choose 1	
<input type="checkbox"/>	Communication Requirement	COMM 3 Cr.		Promotion & Advertising (Even year)	MRKT 248 3 Cr.
<input type="checkbox"/>	American Political System	POLI 240 3 Cr.		Marketing in a Virtual World (Odd year)	MRKT 275 3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

Academic Advising: You should meet with an academic counselor prior to registering for classes.

Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.

Half-time course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 5.5 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1	Year 5
<p>Fall Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Success Skills for the 21st Century GNST 100 3 Cr. <input type="checkbox"/> Introduction to Business BUSN 135 3 Cr. <p>Spring Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Freshman English I ENGL 100 3 Cr. <input type="checkbox"/> Principles of Marketing MRKT 233 3 Cr. 	<p>Fall Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concepts of Management MGMT 237 3 Cr. <input type="checkbox"/> American Political System POLI 240 3 Cr. <p>Spring Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Principles of Microeconomics ECON 216 3 Cr. <input type="checkbox"/> Organizational Behavior MGMT 250 3 Cr.
Year 2	Year 4
<p>Fall Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Computer Literacy (test out option available) CMIS 101 3 Cr. <input type="checkbox"/> Choose 1 <ul style="list-style-type: none"> Marketing Research (Even yr.) MRKT 230 3 Cr. Consumer Behavior (Odd yr.) MRKT 232 3 Cr. <p>Spring Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction to Computer Information Systems CMIS 115 3 Cr. <input type="checkbox"/> Choose 1 <ul style="list-style-type: none"> Promotion & Advertising (Even yr.) MRKT 248 3 Cr. Marketing in a Virtual World (Odd yr.) MRKT 275 3 Cr. 	<p>Fall Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Business & Technical Communication BUSN 183 3 Cr. <input type="checkbox"/> Humanities Requirement 3-4 Cr. <p>Spring Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Legal Environment of Business BUSN 200 3 Cr. <input type="checkbox"/> Mathematics Requirement (choose 1) <ul style="list-style-type: none"> Introductory Statistics MATH 190 4 Cr. Math for Everyday Life MATH 101 4 Cr.
Year 3	Year 6
<p>Fall Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Principles of Accounting I ACCT 115 4 Cr. <input type="checkbox"/> Human Resource Management MGMT 245 3 Cr. <input type="checkbox"/> Choose 1 <ul style="list-style-type: none"> Marketing Research (Even yr.) MRKT 230 3 Cr. Consumer Behavior (Odd yr.) MRKT 232 3 Cr. <p>Spring Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Choose 1 <ul style="list-style-type: none"> Promotion & Advertising (Even yr.) MRKT 248 3 Cr. Marketing in a Virtual World (Odd yr.) MRKT 275 3 Cr. <input type="checkbox"/> Communication Requirement 3-4 Cr. 	<p>Fall Semester</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lab Science Requirement 4 Cr. <input type="checkbox"/> Strategic Management MGMT 275 3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

Full-time spring start course schedule

Description: This program leads to an associate of applied science degree with an emphasis in marketing and provides the skills necessary for an entry-level job in the fields of business marketing. A counselor should be consulted if the student plans to transfer to a four-year institution.

Completion Time: 2 years

This is suggested course sequencing. Please see a counselor or advisor for individual adjustments.

Year 1				Year 2			
Spring Semester				Spring Semester			
<input type="checkbox"/>	Success Skills for the 21st Century	GNST 100	3 Cr.	<input type="checkbox"/>	Principles of Microeconomics	ECON 216	3 Cr.
<input type="checkbox"/>	Introduction to Business	BUSN 135	3 Cr.	<input type="checkbox"/>	Mathematics Requirement (choose 1)		
<input type="checkbox"/>	Legal Environment of Business	BUSN 200	3 Cr.		Introductory Statistics	MATH 190	4 Cr.
<input type="checkbox"/>	Principles of Marketing	MRKT 233	3 Cr.		Math for Everyday Life	MATH 101	4 Cr.
<input type="checkbox"/>	Choose 1			<input type="checkbox"/>	Humanities Requirement		3-4 Cr.
	Promotion & Advertising (Even year)	MRKT 248	3 Cr.	<input type="checkbox"/>	Organizational Behavior	MGMT 250	3 Cr.
	Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr.	<input type="checkbox"/>	Choose 1		
					Promotion & Advertising (Even year)	MRKT 248	3 Cr.
					Marketing in a Virtual World (Odd year)	MRKT 275	3 Cr.
Summer Semester				Summer Semester			
<input type="checkbox"/>	Computer Literacy (test out option available)	CMIS 101	3 Cr.	<input type="checkbox"/>	Communication Requirement	COMM	3 Cr.
<input type="checkbox"/>	Freshman English I	ENGL 100	3 Cr.	<input type="checkbox"/>	American Political System	POLI 240	3 Cr.
Fall Session				Fall Session			
<input type="checkbox"/>	Principles of Accounting I	ACCT 115	4 Cr.	<input type="checkbox"/>	Business & Technical Communication	BUSN 183	3 Cr.
<input type="checkbox"/>	Introduction to Computer Information Systems	CMIS 115	3 Cr.	<input type="checkbox"/>	Lab Science Requirement		4 Cr.
<input type="checkbox"/>	Concepts of Management	MGMT 237	3 Cr.	<input type="checkbox"/>	Strategic Management	MGMT 275	3 Cr.
<input type="checkbox"/>	Choose 1			<input type="checkbox"/>	Choose 1		
	Marketing Research (Even year)	MRKT 230	3 Cr.		Marketing Research (Even year)	MRKT 230	3 Cr.
	Consumer Behavior (Odd year)	MRKT 232	3 Cr.		Consumer Behavior (Odd year)	MRKT 232	3 Cr.

Courses in italics may be taken in the summer term.

Total Minimum Credits: 66

Academic Advising: You should meet with an academic counselor prior to registering for classes.

Note: Prerequisite courses may apply to this program. A minimum of 60 unduplicated credits (100 level or higher) are required for all associate degree programs.