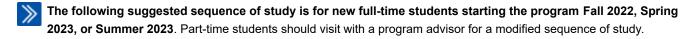
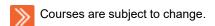
Marketing Management AAS Degree Courses

Award	Associate of Applied Science (AAS)
Credits	64
Program Start	Fall, Spring, Summer
Time to Complete	2 years

2022–2023 Suggested Sequence of Study



When registering for classes refer to Self-Service > Student Planning to view your specific program requirements, your progress, and ensure proper registration.



	General education course.
	Non-transfer general education course.
>	Course has a prerequisite and/or corequisite.
0	Course meets 100% online.
E	Course meets face-to-face after 5:00pm.

Term 1			
BUS-102	Introduction to Business	3	
BUS-108	Business College Experience	1	
ENG-105	Composition I ▶ -OR-	3	
COM-781	Written Communication in the Workplace ▶	3	
MAT-772	Applied Math -OR-	3	
	Math Elective	3	
MKT-110	Principles of Marketing	3	
PSY-102	Human and Work Relations -OR- O E	3	*
PSY-111	Introduction to Psychology -OR- O E	3	•
SOC-110	Introduction to Sociology O E	3	•

Total Credits 16

Term 2	
CSC-110 Introduction to Computers ▶	3
ECN-110 Introduction to Economics -OR-	OE 3 ◆
ECN-120 Principles of Macroeconomics ▶ -OR-	O E 3 ◆
ECN-130 Principles of Microeconomics ▶	OE 3 ◆
MKT-140 Principles of Selling	3
MKT-160 Principles of Retailing	3
SPC-101 Fundamentals of Oral Communication	3
Marketing Elective	3
	Total Credits 18

Total Credits 18

Term 3	
ACC-115 Introduction to Accounting -OR-	OE 4 ◆
ACC-131 Principles of Accounting I ▶	OE 4 ◆
BUS-295 Workplace Professionalism	2
MGT-101 Principles of Management	3
Marketing Elective	3
Marketing Elective	3

Total Credits 15

Term 4	
BUS-183 Business Law	3
MGT-170 Human Resource Management	3
MKT-152 Advertising and Visual Merchandising	3
Marketing Elective	3
Marketing Elective	3

Total Credits 15

Marketing Electives	
ACC-116 Introduction to Accounting II ▶	4
ACC-132 Principles of Accounting II ▶	4
BCA-132 Electronic Communications	3
BCA-213 Intermediate Computer Business Applications ▶	3
BUS-180 Business Ethics	3
BUS-220 Introduction to International Business	3
BUS-903 Business Field Experience ►	3
COM-140 Introduction to Mass Media	3
ENG-106 Composition II ►	3
FIN-121 Personal Finance	3
GRA-133 Desktop Publishing	4
MGT-110 Small Business Management	3
MGT-121 Project Management Basics	3
MGT-210 Management Decision Making	3
MKT-142 Consumer Behavior	3
MKT-198 Sports Marketing	3
MMS-117 Social Media for Business	3
Math Electives	

Math Electives	
MAT-110 Math for Liberal Arts ►	3
MAT-121 College Algebra ▶	4
MAT-128 Precalculus ▶	4
MAT-134 Trigonometry and Analytic Geometry ▶	3
MAT-156 Statistics ▶	3
MAT-210 Calculus I ▶	4
MAT-216 Calculus II ▶	4
MAT-219 Calculus III ▶	4