

# Marketing Management AAS Degree Courses

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

## 2022–2023 Suggested Sequence of Study



The following suggested sequence of study is for new full-time students starting the program Fall 2022, Spring 2023, or Summer 2023. Part-time students should visit with a program advisor for a modified 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.



Courses are subject to change.

- ◆ General education course.
- ▣ Non-transfer general education course.
- ▶ Course has a prerequisite and/or corequisite.
- O 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-	O E 3 ◆
ECN-120 Principles of Macroeconomics ► -OR-	O E 3 ◆
ECN-130 Principles of Microeconomics ►	O E 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	

## Term 3

ACC-115 Introduction to Accounting -OR-	O E 4 ◆
ACC-131 Principles of Accounting I ►	O E 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

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