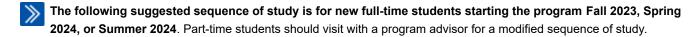
Marketing Management AAS Degree Courses

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

2023–2024 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.

Courses are subject to change.

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

Term 1		
BUS-102 Introduction to B	usiness 3	
ENG-105 Composition I ▶	-OR- 3	
COM-781 Written Commun	nication in the Workplace ▶ 3	■
MAT-772 Applied Math -O	R- 3	
Math Elective	3	
MKT-110 Principles of Ma	rketing 3	
PSY-102 Human and Wor	rk Relations -OR- OE 3	*
PSY-111 Introduction to P	sychology -OR- OE 3	•
SOC-110 Introduction to S	ociology O 3	•
SDV-108 The College Exp	perience 1	

Total Credits 16

Term 2		
CSC-110 Introduction to Computers ▶	3	
ECN-110 Introduction to Economics -OR-	O 3 •	
ECN-120 Principles of Macroeconomics ▶ -OR-	0 3 ◆	
ECN-130 Principles of Microeconomics ▶	O 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-	0 4 ♦
ACC-152 Financial Accounting ▶	0 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-156 Managerial Accounting ▶	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

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MAT-156 Statistics ▶

MAT-210 Calculus I ▶

MAT-216 Calculus II ▶

MAT-219 Calculus III ▶