

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



The following suggested sequence of study is for new full-time students starting the program Fall 2023, Spring 2024, or Summer 2024. 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.

○ Course meets 100% online.

E Course meets face-to-face after 5:00pm.

Term 1

BUS-102	Introduction to Business		3
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-	○ E 3	◆
PSY-111	Introduction to Psychology -OR-	○ E 3	◆
SOC-110	Introduction to Sociology	○ 3	◆
SDV-108	The College Experience	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-	O 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-	O 4 ◆
ACC-152 Financial Accounting ►	O 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
MAT-156	Statistics ►	3
MAT-210	Calculus I ►	4
MAT-216	Calculus II ►	4
MAT-219	Calculus III ►	4