

Marketing Management AAS Degree Courses

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

2024–2025 Suggested Sequence of Study

The following suggested sequence of study is for new full-time students starting the program **Fall 2024, Spring 2025, or Summer 2025**. 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	○ 3 ◆
ECN-120 Principles of Macroeconomics ▶ OR	○ 3 ◆
ECN-130 Principles of Microeconomics ▶	○ 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	○ 4 ◆
ACC-152 Financial Accounting ▶	○ 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