

BUSINESS STUDIES

MARKETING

Associate in Applied Science

This option prepares students to enter the broad field of marketing as management trainees in retailing, wholesaling, industrial marketing, advertising, food service or allied areas.

FIRST SEMESTER

- 3 s.h. English I (ENGL 151)
 - 3 s.h. Introduction to Business Administration (BUSN 131)
 - 3 s.h. Principles of Marketing (BUSN 134)
 - 3 s.h. Business Mathematics (MATH 147) OR higher
 - 3 s.h. General Psychology (PSYC 172)
- 15 s.h.

SECOND SEMESTER

- 3 s.h. English II (ENGL 152)
 - 3 s.h. Fundamentals of Accounting (ACCT 121) OR Principles of Accounting I (ACCT 161)
 - 3 s.h. Retailing (BUSN 247)
 - 3 s.h. Principles of Management (BUSN 271)
 - 3 s.h. Marketing Elective
- 15 s.h.

THIRD SEMESTER

- 3 s.h. Fundamentals of Public Speaking (COMM 154)
 - 3 s.h. Business Law I (BUSN 251)
 - 3 s.h. Macroeconomic Principles (ECON 151)
 - 3 s.h. Salesmanship (BUSN 279)
 - 3 s.h. Integrated Office Software (CSIT 123)
 - 2 - 3 s.h. Health Requirement
- 17-18 s.h.

FOURTH SEMESTER

- 3 s.h. Principles of Advertising (BUSN 270)
 - 3 s.h. Business Law II (BUSN 252)
 - 4 s.h. Lab Science Elective
 - 6 s.h. Marketing Electives
 - 0-1 s.h. Elective (to meet required 64 s.h.)
- 16-17 s.h.

Total Credits 64

Marketing Electives:

- Small Business Management (BUSN 170)
- Supervisory Management (BUSN 140)
- Database Applications with VBA (CSIT 153)
- Visual Literacy (ARTS 159)
- Business Communications (BUSN 210)
- Management Information Systems (BUSN 248)
- International Business (BUSN 291)