

BUSINESS STUDIES

MARKETING/PUBLIC RELATIONS

Associate in Applied Science

FIRST SEMESTER

- 3 s.h. English I (ENGL 151)
 - 3 s.h. Business Mathematics (MATH 147)
 - 3 s.h. Principles of Marketing (BUSN 134)
 - 3 s.h. Retailing (BUSN 247)
 - 3 s.h. Visual Literacy (ARTS 159)
- 15 s.h.

SECOND SEMESTER

- 3 s.h. English II (ENGL 152) OR
Communicating Contemporary Issues (ENGL 155)
 - 3 s.h. Fundamentals of Public Speaking (COMM 154)
 - 3 s.h. Basic Photography (COPH 191)
 - 3 s.h. Public Relations and Publicity (COMM 272)
 - 3 s.h. Principles of Advertising (BUSN 270)
 - 0-1 s.h. Elective (to meet required 64 s.h.)
- 15-16 s.h.

THIRD SEMESTER

- 3 s.h. Adobe Illustrator (COCG 164)
 - 3 s.h. Communications Law (COMM 172)
 - 2-3 s.h. Health Requirement
 - 4 s.h. Lab Science Elective
 - 3 s.h. Salesmanship (BUSN 279)
- 15-16 s.h.

FOURTH SEMESTER

- 3 s.h. Principles of Accounting I (ACCT 161)
 - 3 s.h. Integrated Office Software (CSIT 123)
 - 6 s.h. Marketing Electives*
 - 3 s.h. General Psychology (PSYC 172)
 - 3 s.h. Small Business Management (BUSN 170)
- 18 s.h.

Total Credits 64

*Suggested Marketing Electives:

- Supervisory Management (BUSN 140)
- Business Communications (BUSN 210)
- Business Law I (BUSN 251)
- International Business (BUSN 291)
- Internship (INTR 290)
- Mass Communications (COMM 281)
- Photojournalism and Picture Editing (COPH 217)