

Associate in Applied Science

Marketing

Year 1

| 1st Semester | | | | Credit | Contact | √ | 2nd Semester | | | | Credit | Contact | √ | |
|--------------|-----|------------------------------------|--|--------|---------|---|--------------|--------------|----------------------|--|--------|---------|----|--|
| BUSN | 160 | Introduction to Business | | 3 | 3 | | ACCT | 100 | Practical Accounting | | 4 | 4 | | |
| BUSN | 177 | Mathematics of Business | | 3 | 3 | | BUSN | 253 | Marketing | | 3 | 3 | | |
| CIS | 101 | Computer Concepts and Applications | | 4 | 4 | | COMM | 104 | Public Speaking | | 3 | 3 | | |
| ENGL | 101 | Rhetoric and Composition | | 3 | 3 | | ECON | 132 | Microeconomics | | 3 | 3 | | |
| Total Hours: | | | | 13 | 13 | | ENGL | 102 | Research Writing | | 2 | 2 | | |
| | | | | | | | | Total Hours: | | | | 15 | 15 | |

Year 2

| 3rd Semester | | | | Credit | Contact | √ | 4th Semester | | | | Credit | Contact | √ | |
|--------------|-----|-----------------------------|--|--------|---------|---|--------------|-----|-------------------------------|--|--------|---------|---|--|
| CIS | 210 | Web Page Design & Structure | | 3 | 3 | | BUSN | 003 | Business Elective 4 Credit | | 4 | 4 | | |
| BUSN | 003 | Business Elective 3 Credit | | 3 | 3 | | BUSN | 260 | International Business | | 3 | 3 | | |
| BUSN | 195 | Business Communications | | 3 | 3 | | BUSN | 263 | Intro to Modern Advertising | | 3 | 3 | | |
| BUSN | 242 | Principles of Management | | 3 | 3 | | COMM | 201 | Mass Comm and Popular Culture | | 3 | 3 | | |
| BUSN | 262 | Principles of Selling | | 3 | 3 | | PSYC | 201 | Introduction to Psychology | | 3 | 3 | | |
| CIS | 121 | Microsoft Excel | | 1 | 1 | | Total Hours: | | | | 16 | 16 | | |
| Total Hours: | | | | 16 | 16 | | | | | | | | | |

Program Total: 60 60

Business Electives: Choose 6 credits from any ACCT, BUSN, CIS, ECON, or OIS courses. A 3- or 4-credit co-op/internship may be available. Please see your advisor.

Notes: ENGL 102 may be substituted with ENGL 145. PSYC 201 may be substituted with SOCY 151. If planning on following an accounting path within this program, substitute ACCT 100 with ACCT 101.

This map is intended to be used in conjunction with your academic advisor.

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