

Marketing

Associate in Applied Science Degree

(Code: EVMKT)

The Marketing curriculum has been planned for students who wish to become store managers, department store buyers, or retail, wholesale or industrial salespersons. The courses listed here may be combined to develop a program meeting each individual student's needs.

General Education	Credit Hours
ENG105 Composition I	3
ENG106 Composition II	3
SPC112 Public Speaking	3
Humanities (courses approved for AA)	6
Social/Behavioral Science (courses approved for AA)	6
Lab Science (courses approved for AA)	4
Physical Education (courses approved for AA)	2
SDV108 The College Experience	1
Total	28

Program Requirements	Credit Hours
ACC121 Principles of Accounting I	3
ACC122 Principles of Accounting II	3
BUS230 Quant Methods for Business Decision Making	3
CSC118 Computer Systems & Applications	3
MGT101 Principles of Management	3
or	
MGT130 Principles of Supervision	(3)
MKT110 Principles of Marketing	3
MKT140 Principles of Selling	3
Total	21

Program Elective (select 12 credit hours)	Credit Hours
ACC161 Payroll Accounting	3
ACC211 Intermediate Accounting I	3
ACC212 Intermediate Accounting II	3
ACC221 Cost Accounting	3
ACC261 Income Tax Accounting	3
ACC311 Computer Accounting	3
BUS102 Introduction to Business	3
BUS130 Introduction to Entrepreneurship	3
BUS141 Small Business Startup	3
BUS150 E-Commerce	3
BUS182 Intro to Law	3
BUS185 Business Law I	3
BUS186 Business Law II	3
BUS220 Intro to International Business	3
MKT150 Principles of Advertising	3
MKT160 Principles of Retailing	3
MKT181 Customer Service Strategies	2
Total	12

Computer Elective (select 3 credits hours)	Credit Hours
ADM105 Introduction to Keyboarding	1
ADM112 Keyboarding	3
ADM116 Keyboarding II	3
ADM141 Desktop Publishing	2
ADM154 Business Communications	3
ADM157 Business English	3
ADM161 Office Management	3
BCA134 Word Processing	3
BCA178 Presentation Software	3
CIS125 Intro to Programming Logic w/ Language	3
CIS207 Fundamentals of Web Programming	3
CSC119 Computer Systems & Applications II	3
GRA110 Graphic Arts Principles	3
GRA127 Illustrator I	3
GRA140 Digital Imaging	3
GRA141 Digital Imaging II	3
Total	3

Total Required Hours	64
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