

Marketing

Associate of Applied Science Degree

(Code: MVMKT)

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 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		
ACC121	Principles of Accounting I	3
ACC122	Principles of Accounting II	3
BUS230	Quantitative Methods for Business Decision Making	3
CSC118	Computer Systems and 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)		
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	Introduction 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)		
ADM105	Introduction to Keyboarding	1
ADM112	Keyboarding	3
ADM116	Keyboarding II	3
ADM141	Desktop Publishing	2
ADM154	Business Communication	3
ADM157	Business English	3
ADM161	Office Management	3
BCA134	Word Processing	3
BCA178	Presentation Software	3
CIS125	Introduction to Programming Logic with Language	3
CIS207	Fundamentals of Web Programming	3
CSC119	Computer Systems & Apps 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