



Business Administration - Marketing Associate in Applied Science

Recommended Course Sequence

(P) = prerequisite

First Semester – Fall

BUS 101	Introduction to Business	Credit: 3
REQ GEN	Select from General Education (IDS 109 Recommended)	Credit: 3
(P)ENG 101	English Composition I	Credit: 3
(P)MAT 120	Probability and Statistics	Credit: 3
	or	
(P)MAT 155	Contemporary Mathematics	<u>Credit: 3</u>
		Total: 12

Second Semester - Spring

(P)ACC 111	Accounting Concepts	Credit: 3
(P)ECO 210	Macroeconomics	Credit: 3
	or	
(P)ECO 211	Microeconomics	Credit: 3
MGT 101	Principles of Management	Credit: 3
MKT 101	Marketing	<u>Credit: 3</u>
		Total: 12

Third Semester - Summer

BUS 121	Business Law I	Credit: 3
CPT 282	Information Systems Security	Credit: 3
MGT 255	Organizational Behavior	Credit: 3
MKT 130	Customer Service Principles	<u>Credit: 3</u>
		Total: 12

Fourth Semester - Fall

(P)BAF 101	Personal Finance	Credit: 3
MGT 270	Managerial Communication	Credit: 3
MKT 245	Promotional Strategies	Credit: 3
MKT 250	Consumer Behavior	<u>Credit: 3</u>
		Total: 12

Fifth Semester - Spring

BUS 220	Business Ethics	Credit: 3
MKT 140	E-Marketing	Credit: 3
(P)MKT 260	Marketing Management	Credit: 3
REQ HUM	Select from Humanities	<u>Credit: 3</u>
		Total: 12

TOTAL SEMESTER HOURS

60



Business Administration – Small Business/Entrepreneurship Associate in Applied Science

Recommended Course Sequence

(P) = prerequisite

First Semester – Fall

BUS 101	Introduction to Business	Credit: 3
REQ GEN	Select from General Education (IDS 109 Recommended)	Credit: 3
(P)ENG 101	English Composition I	Credit: 3
(P)MAT 120	Probability and Statistics	Credit: 3
	or	
(P)MAT 155	Contemporary Mathematics	<u>Credit: 3</u>
		Total: 12

Second Semester - Spring

(P)ACC 111	Accounting Concepts	Credit: 3
(P)ECO 210	Macroeconomics	Credit: 3
	or	
(P)ECO 211	Microeconomics	Credit: 3
MGT 101	Principles of Management	Credit: 3
MKT 101	Marketing	<u>Credit: 3</u>
		Total: 12

Third Semester - Summer

CPT 174	Microcomputer Spreadsheets	Credit: 3
CPT 282	Information Systems Security	Credit: 3
MGT 201	Human Resource Management	Credit: 3
MGT 270	Managerial Communication	<u>Credit: 3</u>
		Total: 12

Fourth Semester - Fall

(P)BAF 101	Personal Finance	Credit: 3
BUS 220	Business Ethics	Credit: 3
MGT 120	Small Business Management	Credit: 3
MGT 255	Organizational Behavior	<u>Credit: 3</u>
		Total: 12

Fifth Semester - Spring

BUS 121	Business Law I	Credit: 3
BUS 250	Introduction to International Business	Credit: 3
(P)MKT 260	Marketing Management	Credit: 3
REQ HUM	Select from Humanities	<u>Credit: 3</u>
		Total: 12

TOTAL SEMESTER HOURS

60