

# MARKETING

## Associate of Applied Science in Business

This program prepares students for potential entry-level employment and/or advancement in marketing. This degree requires proof of computer literacy.

Course	Number		Credit Hours
<b>GENERAL EDUCATION</b>			
COMM	1110*	Fundamentals of Speech	3
ENGL	1101*	English Composition I	3
ENGL	1102*	English Composition II	3
HIST	2111*	United States History to 1877 <b>or</b>	
HIST	2112*	United States History since 1877	3
MATH	1111*	College Algebra	3
POLS	1101*	American Government	3
General Education Electives		ANTH 1103*, ECON 2105*, 2106*, 1112*, GEOG 1100*, 1101*, HIST 1111*, 2111*, 2112*, PHIL 1101*, 1102*, POLS 2201*, 2401*, PSYC 1101*, SOCI 1101*	6
<b>MAJOR FIELD COURSES</b>			
OADM	1101**	Office Accounting Procedures <b>and</b>	
OADM	1102**	Intermediate Office Accounting Procedures	
<b>OR</b>			
ACCT	2101*	Principles of Accounting I <b>and</b>	
ACCT	2102*	Principles of Accounting II	6
OADM	1232**	Business Communications	3
CAPS	1101**	Introduction to Computers <b>or</b>	
MGIS	2201*	Fundamentals of Computer Applications	3
MGMT	2201**	Introduction to Management	3
MRKT	2210**	Introduction to Marketing	3
MRKT	2211**	Professional Selling	3
MRKT	2214**	Advertising & Sales Promotion	3
MRKT	2218**	Retail Organization & Management	3
MRKT	2220	Customer Relationship Development	3
Major Field Electives		MGMT 2205**, MGMT 2207, MGMT 2210**, MGMT 2212**, ECON 2105*, ECON 2106*, SPAN 1001, 1002, 1100, 1110	6
<b>PHYSICAL EDUCATION</b>			
PHED		Activity Elective*	1
		Total	61

\* These credit hours will transfer into the BAS in Technology Management degree.

\*\* These credit hours will transfer into the BAS in Technology Management degree as Technology Credits, subject to a maximum of 18 Technology Credit hours.