**Marketing/Marketing Specialization**

**Catalog Year: 2023-2024**

**Developmental Requirements: Satisfy/Finish MTE 3 AND Satisfy/Finish ENF 3**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Grade/Semester  Completed | |  | | Course # |  | Course Title | Cr |
|  |  | | **First Semester** | | | | |
| / | |  | | AST 117 |  | Keyboarding for Computer Usage | 1 |
| / | |  | | BUS 100 |  | Introduction to Business | 3 |
| / | |  | | BUS 121 |  | Business Mathematics I | 3 |
| / | |  | | ENG 111 |  | College Composition I | 3 |
| / | |  | | ITE 115 |  | Intro. to Computer Applications & Concepts | 3 |
| / | |  | | MKT 100 |  | Principles of Marketing | 3 |
| / | |  | | SDV 100 |  | College Success Skills | 1 |
|  | |  | |  |  | **Total** | **17** |
|  |  | | **Second Semester** | | | | |
| / | |  | | BUS 122 |  | Business Mathematics II | 3 |
| / | |  | | BUS 200 |  | Principles of Management | 3 |
| / | |  | | BUS 236 |  | Communications in Management | 3 |
| / | |  | | MKT 110 |  | Principles of Selling | 3 |
| / | |  | | ITE 140 |  | Spreadsheet Software | 3 |
|  | |  | |  |  | **Total** | **15** |
|  |  | | **Third Semester** | | | | |
| / | |  | | ACC 111 |  | Principles of Accounting I | 3 |
| / | |  | | BIO 100 |  | Basic Human Biology | 3 |
| / | |  | | ECO 120 |  | Survey of Economics | 3 |
| / | |  | | HLT/PED |  | Approved Wellness Elective | 1 |
| / | |  | | MKT 216 |  | Retail Organization & Management | 3 |
| / | |  | | MKT 228 |  | Promotion | 3 |
|  | |  | |  |  | **Total** | **16** |
|  |  | | **Fourth Semester** | | | | |
| / | |  | | ACC 110 |  | Introduction to Computerized Accounting | 2 |
| / | |  | | BUS 108 |  | Business Etiquette | 1 |
| / | |  | | BUS 149 |  | Workplace Ethics | 1 |
| / | |  | |  |  | Humanities Elective | 3 |
| / | |  | | MKT 170 |  | Customer Service | 1 |
| / | |  | | MKT 227 |  | Merchandise Buying and Control | 3 |
| / | |  | | MKT 298 MKT 297 |  | Seminar and Project in Marketing **OR** Cooperative Education | 3 |
| / | |  | | MKT 281 |  | Principles of Internet Marketing | 3 |
| / | |  | | SDV 106 |  | Preparation for Employment | 1 |
|  | |  | |  |  | **Total** | **18** |
|  | |  | |  |  |  |  |
| Total Completed | |  | |  |  |  | 66 |

Total Minimum Credits for the Associate of Applied Science Degree in Marketing/Marketing Specialization**…………….66**