**Marketing/Marketing Specialization**

**Catalog Year: 2023-2024**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Grade/SemesterCompleted |   |  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 298MKT 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**