

Marketing Gen

Name of Major/Program: **AAS in Marketing - General**

Total Number of Hours for Degree: **60**

A) Professional Component

Course Title		Area of Study	Credit Hours	
ACCT 185	Survey of Accounting	A	3	
MGMT 202	Principles of Management	I	3	
ECON 202	Principles of Macroeconomics	D	3	
BUSN 201	Business Law	E	3	
BUSN 106	Introduction to Business	E	3	
DSGN 120	Aodbe InDesign	B	3	
CSCT 130	Intro to Web Design	I	2	
CSCT 131	Content Management System	I	1	
BUSN 298	Business Studies Seminar	E	1	
			36.7%	22

B) General Education

Course Title		Educational Goal Area	Credit Hours	
BUSN 112	Business Mathematics	6	3	
ATEC 115	Fund of Business Comp Tech	7	3	
ENGI 101	English Composition 1	1	3	
ENGL 102	English Composition II	1	3	
BUSN 230	Business Comm. and Ethics	1, 3, & 8	3	
BIOL 101	General Biology	6	3	
BIOL 102	General Biology Lab	6	1	
			31.7%	19

C) Business Major

Course Title		Credit Hours	
MRKT 173	Professional Selling	3	
MRKT 175	Advertising	3	
MRKT 205	Fundamentals of Marketing	3	
MRKT 220	Social Media Marketing	3	
MRKT 250	Marketing Management	3	
BUSN 266	Business Internship	2	
	Restricted Elective	2	
		31.7%	19

Total Program Hours	60
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