

Marketing 2+2

Name of Major/Program: **AAS in Marketing - 2+2**

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

A) Professional Component

Course Title	Area of Study	Credit Hours	
BUSN 106	Introduction to Business	3	
ATEC 115	Fund of Business Comp Tech	3	
ACCT 215	Financial Accounting	3	
MGMT 202	Principles of Management	3	
BUSN 201	Business Law	3	
ECON 202	Principles of Macroeconomics	3	
ACCT 216	Managerial Accounting	3	
ECON 201	Prin. of Microeconomics	3	
BUSN 298	Business Studies Seminar	1	
		41.7%	25

B) General Education

Course Title	Educational Goal Area	Credit Hours	
ENGI 101	English Composition 1	3	
MATH 130	College Algebra	3	
ENGL 102	English Composition II	3	
BUSN 296	Business Statistics*	3	
BUSN 230	Business Comm. and Ethics	3	
BIOL 101	General Biology	3	
BIOL 102	General Biology Lab*	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
	(DSGN 120, CSCT 130, or CSCT 131)	
Restricted Elective		1
		26.7%
		16

Total Program Hours 60