ASSOCIATE IN SCIENCE DEGREE
PROGRAM OF STUDY: MARKETING MANAGEMENT - MARKETING (25047)
EFFECTIVE TERM: Fall 2017 (2017-1)

I. GENERAL EDUCATION REQUIREMENTS

1. COMMUNICATIONS (3.00 credits)
   □ ENC 1101 - English Composition 1 (3 credits)

2. ORAL COMMUNICATIONS (3.00 credits)
   □ SPC 1017 - Fundamentals of Speech Communication (3 credits)

3. HUMANITIES (3.00 credits)
   □ PHI 2604 - Critical Thinking/Ethics (3 credits)

4. BEHAVIORAL/SOCIAL SCIENCE (3.00 credits)
   □ CLP 1006 - Psychology of Personal Effectiveness (3 credits)

5. MATHEMATICS (3.00 credits)
   □ QMB 2100 - Basic Business Statistics (3 credits)

6. COMPUTER COMPETENCY
   Test type(s) needed:
   □ CGS 1060

7. MAJOR COURSE REQUIREMENTS (24.00 credits)

   Must take 3.0 credits from the following group.
   □ ACG 2021 - Financial Accounting (3 credits)
   □ ACG 2011 - Principles of Accounting 2 (3 credits)

   - - - And - - -

   Must take 3.0 credits from the following group.
   □ ACG 2450 - Microcomputers in Accounting (1.00 - 3.00 credits)
   □ CGS 1060

   - - - And - - -

   Must take 3.0 credits from the following group.
   □ BUL 2241 - Business Law 1 (3 credits)
   □ BUL 2131 - Legal Environment (3 credits)

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   Must take 15.0 credits from the following group.
   □ ECO 2023 - Principles of Economics (Micro) (3 credits)
   □ GEB 1011 - Principles of Business (3 credits)
   □ MAN 2021 - Principles of Management (3 credits)
   □ MAR 1011 - Principles of Marketing (3 credits)
   □ MAR 1021 - Fundamentals of Selling (3 credits)
   □ MAR 1041 - Principles of Retailing (3 credits)
   □ MKA 1161 - Introduction to Customer Service (3 credits)
   □ MKA 1511 - Principles of Advertising and Copywriting (3 credits)
   □ MKA 1531 - Advertising Layout and Production (3 credits)
   □ OST 2335 - Business Writing (3 credits)
   □ PUR 2003 - Public Relations (3 credits)

8. PROGRAM CORE REQUIRED (12.00 credits)

   □ MAR 2141 - Export/Import Marketing (3 credits)
   □ MKA 1021 - Fundamentals of Selling (3 credits)
   □ MKA 1041 - Principles of Retailing (3 credits)
   □ MKA 1161 - Introduction to Customer Service (3 credits)
   □ MKA 1511 - Principles of Advertising and Copywriting (3 credits)
   □ MKA 1531 - Advertising Layout and Production (3 credits)
   □ PUR 2003 - Public Relations (3 credits)

9. MAJOR COURSE ELECTIVE (9.00 credits)
☐ ACG*  ☐ MAR*
☐ BAN*  ☐ MKA*
☐ BUL*  ☐ MNA*
☐ BRC*  ☐ MTB*
☐ CGS*  ☐ OST*
☐ CIS*  ☐ PUR*
☐ COP*  ☐ QMB*
☐ ECO*  ☐ REE*
☐ FIN*  ☐ TRA*
☐ GEB*  ☐ LIS*
☐ MAN*  

* End of Program Sheet *