

Marketing Management A.A.S.

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The courses in this program of study may not be offered every semester. It is important to consult with your advisor to determine course schedules to stay on track to graduate.

Area I – Written Composition

Item #	Title	Hours
ENG 101	English Composition I	3
ENG 102	English Composition II	3
	Sub-Total Credits	6

Area II – Humanities and Fine Arts

Item #	Title	Hours
	Humanities/Fine Arts Elective	3
	Sub-Total Credits	3

Area III – Natural Sciences and Mathematics

Item #	Title	Hours
MTH 116	Mathematical Applications	3
	Natural Science and Lab	4
	Sub-Total Credits	7

Area IV – History, Social and Behavioral Sciences

Item #	Title	Hours
PSY 200	General Psychology	3
	Sub-Total Credits	3

Area V — Pre-Professional, Pre-Major and Electives: 49 credits

Item #	Title	Hours
	ART 253 or Approved Elective	3
BUS 100	Introduction to Business	3
BUS 146	Personal Finance	3
BUS 186	Elements of Supervision	3
BUS 241	Principles of Accounting I	3
BUS 263	The Legal and Social Environment of Business	3
BUS 276	Human Resource Management	3
	BUS 291 or BUS 296	3
CIS 146	Computer Applications	3
	CIS 207 or CIS 208	3
MKT 122	Visual Merchandising	3
MKT 123	Fundamentals of Selling	3
MKT 220	Advertising and Sales Promotion	3
MKT 221	Consumer Behavior	3
MST 209	Physical Supply and Distribution Management	3
ORI 101	Orientation to College	1
SPH 106	Fundamentals of Oral Communication	3
	Sub-Total Credits	49
		68