

# Associate of Applied Business Degree Business

## Business Management

### Marketing Concentration (9227)

This concentration prepares students for management or leadership roles in the field of marketing. It enables students to select from a number of relevant courses including advertising, sales, research, and marketing technology.

**First Semester:**

ACCT 1100 . . . . .	Introduction to Financial Accounting . . . . .	4
<b>ENGL 1110*</b> . . . . .	<b>English Composition I (A)</b> . . . . .	3
<b>OR</b>		
<b>ENGL 1111</b> . . . . .	<b>English Composition I (B)</b>	
BUSM 1300 . . . . .	Introduction to Business . . . . .	3
<b>ITIS 1000**</b> . . . . .	<b>Introduction to Personal Computers</b> . . . . .	1
<b>OR</b>		
<b>ITIS 1005</b> . . . . .	<b>Computers and Information Processing</b>	
MATH 1040*** . . . . .	Applied Business Mathematics . . . . .	2
Choose a course from the Speech Requirement list. . . . .		2-3

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**Second Semester:**

BUSM 1330 . . . . .	Business Ethics . . . . .	3
BUSM 2000 . . . . .	Principles of Management . . . . .	3
BUSM 2500 . . . . .	Principles of Marketing . . . . .	3
ECON 2600 . . . . .	Principles of Microeconomics . . . . .	3
ENGL 1120 . . . . .	English Composition II . . . . .	3
MATH 1050*** . . . . .	Mathematics of Finance . . . . .	2

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**Third Semester:**

BUSM 1400 . . . . .	Professional Personal Selling . . . . .	3
BUSM 1700 . . . . .	Principles of E-Business . . . . .	3
BUSM 2100 . . . . .	Business Law I . . . . .	3
BUSM 2400 . . . . .	Business Communication . . . . .	3
BUSM 2510 . . . . .	Marketing Information and Research . . . . .	3
BUSM 2530 . . . . .	Advertising . . . . .	3

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**Fourth Semester:**

ACCT 1270 . . . . .	Financial Analysis Using Spreadsheets . . . . .	3
BUSM 2200 . . . . .	Organizational Behavior . . . . .	3
BUSM 2700 . . . . .	Management Philosophy and Practice . . . . .	3
Choose course(s) from the Arts and Humanities Elective list. . . . .		3
Choose course(s) from the Social and Behavioral Sciences Electives list. . . . .		3
Choose course(s) from the Business/Related Electives list. . . . .		3

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**Program Total: 68-69**

*\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).*

*\*\*Students may substitute ITIS 1005. This 3 credit course may be required for students transferring to a four-year college.*

*\*\*\*Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.*

**Speech Requirement List: 2-3 credits**

**NOTE:** One of the 3-credit courses may be required for students transferring to a four-year college.

SPCH 1000 . . . . .	Effective Public Speaking . . . . .	3
SPCH 1050 . . . . .	Fundamentals of Public Speaking . . . . .	2
SPCH 1100 . . . . .	Effective Interpersonal Communications . . . . .	3
SPCH 1150 . . . . .	Fundamentals of Interpersonal Communications . . . . .	2

**Business/Related Electives: minimum 3 credits**

ACCT . . . . .	any Accounting (ACCT) course(s)	
BUSM . . . . .	any Business Management (BUSM) course(s) except BUSM 1800	
ECON . . . . .	any Economics (ECON) course(s)	
FINN . . . . .	any Finance (FINN) course(s)	
GEOG 2000 . . . . .	Economic Geography . . . . .	3
GRDS . . . . .	any Graphic Design (GRDS) course(s)	
Any Information Technology (ITCS, ITDB, ITIS, ITON) course(s) except ITIS 1000 or ITIS 1005		
MDIA . . . . .	any Media Technology (MDIA) course(s)	
PARL . . . . .	any Paralegal (PARL) course(s)	
REST . . . . .	any Real Estate (REST) course(s)	
TOUR . . . . .	any Travel and Tourism (TOUR) course(s)	

**Arts and Humanities Electives: minimum 3 credits**

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000;

**Social and Behavioral Sciences Electives: minimum 3 credits**

ANTH 1160; ECON 1150, 2500; GEOG 1500, 1600, 2500; HIST 1100, 1200, 2100, 2200, 2400; POLS 1300, 2500; PSYC 1500; SOCY 1150