

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
ENGL 1110*	English Composition I (A)	3
OR		
ENGL 1111	English Composition I (B)	
BUSM 1300	Introduction to Business	3
ITIS 1000**	Introduction to Personal Computers	1
OR		
ITIS 1005	Computers and Information Processing	
MATH 1040***	Applied Business Mathematics	2
SPCH 1050****	Fundamentals of Public Speaking	2
OR		
SPCH 1000	Effective Public Speaking	

Second Semester:

BUSM 1330	Business Ethics	2
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

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

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

15

16

18

18

Program Total: 67

**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.*

*****Students may substitute SPCH 1000. This 3 credit course may be required for students transferring to a four-year college.*

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, 2240; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 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