

Student ID: _____
 Student Name: _____
 Adviser Name: _____

Catalog: 2026-2027 College Catalog
 Program: Business Marketing, AAS
 Minimum Credits Required: _____

Business Marketing, AAS

The associate in applied science (AAS) Degree in Business: Marketing is career oriented and designed to provide academic training in the fundamentals of marketing. Students acquire knowledge of various marketing and business-related areas, including advertising, selling, retailing, consumer behavior, accounting, and economics. Students also gain basic computer skills that will assist them in making marketing-related decisions.

This degree prepares students for positions such as marketing management trainee, retail manager, advertising manager, sales professional, and similar titles are available in businesses, industries, government entities, and non-profit organizations.

Required Courses

First Semester

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
ACCT 201 - Principles of Accounting I	3 Credit Hours			
BUSN 100 - Introduction to Business	3 Credit Hours			
BUSN 130 - Microsoft Word and PowerPoint	3 Credit Hours			
ENGL 101 - Composition	3 Credit Hours			
BUSN 114 - Quantitative Business Analysis	3 Credit Hours			
or				
MATH 109 - College Algebra	3 Credit Hours			

Total Semester Credit Hours: 15

Second Semester

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
ACCT 202 - Principles of Accounting II	3 Credit Hours			
MGMT 210 - Principles of Management	3 Credit Hours			
ENGL 102 - Research	3 Credit Hours			
MRKT 210 - Principles of Marketing	3 Credit Hours			
BUSN 232 - Business and Professional Communication	3 Credit Hours			

Total Semester Credit Hours: 15

Third Semester

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
ECON 211 - Principles of Economics I (Macroeconomics)	3 Credit Hours			
BUSN 245 - Microsoft Excel	3 Credit Hours			
MRKT 231 - Retailing	3 Credit Hours			
MRKT 252 - Advertising/Promotion	3 Credit Hours			
BUSN 201 - Principles of Finance	3 Credit Hours			

Total Semester Credit Hours: 15

Fourth Semester

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
BUSN 210 - Business Law and the Legal Environment	3 Credit Hours			
MRKT 272 - Selling/Sales Management	3 Credit Hours			
ECON 212 - Principles of Economics II (Microeconomics)	3 Credit Hours			
MRKT 275 - International Communication and Cultural Awareness	3 Credit Hours			
MRKT 281 - Consumer Behavior	3 Credit Hours			

Total Semester Credit Hours: 15
Total Program Credit Hours: 60
Notes: