



**ASSOCIATE DEGREE IN APPLIED SCIENCE  
MANAGEMENT WITH MARKETING ELECTIVES  
(DAY ONLY)  
FIRST YEAR**

<u>FIRST SEMESTER</u>		<u>C – L – CR</u>
CPT 101	Introduction to Computers**	3 – 0 – 3.0
ENG 101	English Composition I**	3 – 0 – 3.0
MGT 101	Principles of Management**	3 – 0 – 3.0
MKT 101	Marketing**	<u>3 – 0 – 3.0</u>
		12 – 0 – 12.0

<u>SECOND SEMESTER</u>		
BAF 101	Personal Finance**	3 – 0 – 3.0
BUS 121	Business Law I**	3 – 0 – 3.0
ECO 210	Macroeconomics**	3 – 0 – 3.0
ENG 102	English Composition II	3 – 0 – 3.0
MGT 201	Human Resource Management**	<u>3 – 0 – 3.0</u>
		15 – 0 – 15.0

**SECOND YEAR**

<u>THIRD SEMESTER</u>		
ACC 101	Accounting Principles I**	3 – 0 – 3.0
MKT 110	Retailing**	3 – 0 – 3.0
MKT 120	Sales Principles**	3 – 0 – 3.0
MKT 240	Advertising**	3 – 0 – 3.0
SPC 205	Public Speaking	<u>3 – 0 – 3.0</u>
		15 – 0 – 15.0

<u>FOURTH SEMESTER</u>		
ACC 102	Accounting Principles II	3 – 0 – 3.0
BUS 210	Introduction to E-Commerce in Business**	3 – 0 – 3.0
BUS 220	Business Ethics**	3 – 0 – 3.0
CPT 178	Software Applications**	3 – 0 – 3.0
MGT 255	Organizational Behavior**	<u>3 – 0 – 3.0</u>
		15 – 0 – 15.0

<u>SUMMER TERM</u>		
BUS 268	Special Topics in Business**	3 – 0 – 3.0
MAT 120	Probability and Statistics	3 – 0 – 3.0
MKT 260	Marketing Management**	3 – 0 – 3.0
Elective		<u>3 – 0 – 3.0</u>
		12 – 0 – 12.0

The student must complete one elective course which totals at least 3.0 credit hours.

\*\*A grade of “C” or better is required.

TOTAL CREDITS: 69.0

PROGRAM ADDITIONS: MKT 240

PROGRAM DELETIONS: MKT 135

3/19/12