

MARKETING



Toward a Bachelor of Science Degree

Minimum 62 hours

Transfer Curriculum • Associate in Art Degree • Minimum 2.0 OGPA • Major Code: DAA

This curriculum is designed for transfer to four year institutions for this major. Consult the website of the four year institution where you plan to transfer, regarding specific course needs, requirements and deadlines.

FIRST YEAR

Fall Semester		Credit Hrs
ENG 121	Rhetoric & Composition I	3
PSYC 121	Intro Psychology	3
BUS 297	Business Law I	3
MATH 143	Applied Calculus	4
IT 119	Basic Software Applications	3
Total Hours		16

Spring Semester		Credit Hrs
ENG 122	Rhetoric & Composition II	3
BUS 298	Legal & Social Env. of Business	3
MATH 142	Finite Mathematics	4
PHYSICAL AND LIFE SCIENCES (See Below)		4
Total Hours		14

SECOND YEAR

Fall Semester		Credit Hrs
HUMANITIES AND FINE ARTS (See Below)		3
BUS 191	Financial Accounting	3
MATH 141	Introductory Statistics	4
ECON 121	Macroeconomics	3
HUMANITIES AND FINE ARTS (See Below)		3
Total Hours		16

Spring Semester		Credit Hrs
HUMANITIES AND FINE ARTS (See Below)		3
PHYSICAL AND LIFE SCIENCES (See Below)		4
COM 121	Principles of Speaking	3
ECON 122	Microeconomics	3
BUS 192	Managerial Accounting	3
Total Hours		16

The bolded classes on this curriculum guide indicate the minimum a student must complete in order to receive an Associate degree. See advisor for specific transfer information.

HUMANITIES AND FINE ARTS: 9 semester hours. At least one course must be taken from each area.

Area	___ ART 121-3 (F2 900) Art Appreciation	___ MUS 121-3 (F1 900) Music Appreciation	___ COM 128-3 (F2 905) Film Appreciation
1	___ ART 222-3 (F2 901) Prehistory to Medieval Art	___ MUS 126-3 (F1 904) Intro to American Music	___ THTR 121-3 (F1 907) Introduction to Theater
	___ ART 223-3 (F2 902) Renaissance to Contemporary Art		
Area	___ ENG 243-3 (H3 902) Introduction to Drama	___ ENG 261-3 (H3 914) American Literature I	___ PHIL 121-3 (H4 900) Intro to Philosophy
2	___ ENG 245-3 (H3 906) World Literature	___ ENG 262-3 (H3 915) American Literature II	___ PHIL 122-3 (H4 906) Fundamentals of Logic
	___ ENG 246-3 (H3 907) Modern Literature		___ PHIL 221-3 (H4 904) Fundamentals of Ethics
			___ PHIL 224-3 (H5 904N) Comparative Religions

PHYSICAL AND LIFE SCIENCES: 8 semester hours. At least one course must be taken from each area.

Area	___ BIOL 121-4 (L1 900L) Introductory Biology	___ BOT 121-4 (L1 901L) Plants and Society	___ BIOL 221-4 (L1 900L) General Biology I
1	___ BIOL 141-4 (L1 905L) Environmental Science		
Area	___ CHEM 123-4 (P1 902L) Basic Inorg/Org Chemistry	___ PHYS 121-4 (P1 900L) Basic Physics	
2	___ CHEM 121-5 (P1 902L) General Chemistry I	___ PHYS 221-5 (P1 900L) General Physics	

Career Opportunities:

Marketing Director, Product Manager, Wholesale Salesperson, Purchasing Agent, Wholesale Buyer/Assistant Buyer, Retail Salesperson, Account Executive, Insurance Agent, Sales Manager, Merchandise Manager, Customer Service Representative, Securities/Financial Services Salesperson, Real Estate Salesperson, Retail Buyer/Assistant Buyer, Manufacturer's Representative, Account Representative, Public Relations Specialists, Store Branch Manager, Advertising Manager, Media Planner/Buyer, Travel Agent.

Major Employers:

Manufacturing Firms, Wholesale and Retail Trade Firms, Banks, Finance and Insurance Firms, Real Estate Firms, Brokerage and Investment Firms, Advertising and Public Relations Agencies, Marketing Research Firms.