

# 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
<b>ENG 121</b>	Rhetoric & Composition I	3
<b>PSYC 121</b>	Intro Psychology	3
<b>BUS 297</b>	Business Law I	3
<b>MATH 143</b>	Applied Calculus	4
<b>IT 119</b>	Basic Software Applications	3
Total Hours		16

Spring Semester		Credit Hrs
<b>ENG 122</b>	Rhetoric & Composition II	3
<b>BUS 298</b>	Legal & Social Env. of Business	3
<b>MATH 142</b>	Finite Mathematics	4
<b>PHYSICAL AND LIFE SCIENCES</b> (See Below)		4
<b>HUMANITIES AND FINE ARTS</b> (See Below)		3
Total Hours		17

### SECOND YEAR

Fall Semester		Credit Hrs
<b>HUMANITIES AND FINE ARTS</b> (See Below)		3
<b>BUS 191</b>	Financial Accounting	3
<b>MATH 141</b>	Introductory Statistics	3
<b>ECON 121</b>	Macroeconomics	3
<b>BUS 133</b>	Business Communication	3
Total Hours		15

Spring Semester		Credit Hrs
<b>HUMANITIES AND FINE ARTS</b> (See Below)		3
<b>PHYSICAL AND LIFE SCIENCES</b> (See Below)		4
<b>COM 121</b>	Principles of Speaking	3
<b>ECON 122</b>	Microeconomics	3
<b>BUS 192</b>	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 1	<input type="checkbox"/> ART 121-3 (F2 900) Art Appreciation	<input type="checkbox"/> MUS 121-3 (F1 900) Music Appreciation	<input type="checkbox"/> COM 128-3 (F2 905) Film Appreciation
	<input type="checkbox"/> ART 222-3 (F2 901) Prehistory to Medieval Art	<input type="checkbox"/> MUS 126-3 (F1 904) Intro to American Music	<input type="checkbox"/> THTR 121-3 (F1 907) Introduction to Theater
	<input type="checkbox"/> ART 223-3 (F2 902) Renaissance to Contemporary Art		
Area 2	<input type="checkbox"/> ENG 243-3 (H3 902) Introduction to Drama	<input type="checkbox"/> ENG 261-3 (H3 914) American Literature I	<input type="checkbox"/> PHIL 121-3 (H4 900) Intro to Philosophy
	<input type="checkbox"/> ENG 245-3 (H3 906) World Literature	<input type="checkbox"/> ENG 262-3 (H3 915) American Literature II	<input type="checkbox"/> PHIL 122-3 (H4 906) Fundamentals of Logic
	<input type="checkbox"/> ENG 246-3 (H3 907) Modern Literature		<input type="checkbox"/> PHIL 221-3 (H4 904) Fundamentals of Ethics
			<input type="checkbox"/> 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 1	<input type="checkbox"/> BIOL 121-4 (L1 900L) Introductory Biology	<input type="checkbox"/> BOT 121-4 (L1 901L) Plants and Society	<input type="checkbox"/> BIOL 221-4 (L1 900L) General Biology I
	<input type="checkbox"/> BIOL 141-4 (L1 905L) Environmental Science		
Area 2	<input type="checkbox"/> CHEM 123-4 (P1 902L) Basic Inorg/Org Chemistry	<input type="checkbox"/> PHYS 121-4 (P1 900L) Basic Physics	
	<input type="checkbox"/> CHEM 121-5 (P1 902L) General Chemistry I	<input type="checkbox"/> 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.