

Business Administration Program/Sales and Marketing Concentration - Associate/Bachelor

This is a recommended course rollout for the program of study indicated. Take courses in the order shown. It is the student's responsibility to verify course selections using Degree Navigator to ensure all graduation requirements are met. If this rollout does not represent what you have taken in the past, seek advisement from your Associate Dean.

Associate Degree Plan of Study

Completed	1 st Semester	Credit	Title	Prerequisite
	BUSN 115	3	Introduction to Business & Technology	
	COMP 100	2	Computer Applications for Business w/Lab	
	ENGL 108	3	English Composition	
	MATH 114	4	Algebra for the College Student	MATH092 or Placement
	COLL 148 (Institute Credit)	3	Critical Thinking & Problem Solving	
		15		
2nd Semester				
	BUSN 230	3	Marketing	BUSN115
	BIS155	3	Data Analysis with Spreadsheets	COMP100 & Math 114
	ACCT 212	4	Financial Accounting	COMP100 & Math 114
	SPCH 275	3	Public Speaking	ENGL108
		13		
3rd Semester				
	ECOM 210	4	Fundamentals of E-Commerce	BUSN115
	ECOM 240	4	Internet Marketing	BUSN230
	BIS 245	4	Database Essentials for Decision Making w/Lab	BIS155 & BUSN115
	ENGL 135	4	Advanced Composition	ENGL108
		16		
4th Semester				
	CARD 207 (Institute Credit)	2	Career Development	29 earned credit hours
	MATH 221	4	Statistics for Decision Making	MATH114
	MKTG 210	4	Consumer Behavior	BUSN230
	MGMT 115	3	Principles of Management	BUSN115
	ACCT 346 (Bachelor Course)	4	Managerial Accounting	ACCT212
		17		
5th Semester				
	MKTG 220	4	Salesmanship	BUSN230
	Natural Science Elective	3	Choose any Natural Science Elective	MATH114
	Humanities Elective 1	3	100/200 level History or Philosophy Course <i>or</i> 100/200 Level Literature or Arts Course	ENGL135
	Social Science Elective 1	3	Choose PSYC110, SOCS185, or SOCS190	
	General Education Elective 1 (Bachelor Course)	3	Choose any 300 or 400 level Humanities or Social Science course not previously taken	
	Humanities Elective 2 (Bachelor Course)	3	300/400 level History or Philosophy Course or Literature or Arts Course. (If you selected literature/art at the 200 level, you must select history or philosophy at the 300/400 level.	ENGL135
		19		
		70	Credits needed for Associate Degree Completion - (Includes 5 Institutional Credits - COLL148 and CARD207)	

Bachelor Degree Plan of Study

Completed	6 th Semester	Credit	Title	Prerequisite
	BSOP 206	4	Operations Strategy	BUSN115 & BIS 155
	SBE 330	4	Creativity, Innovation & New Product Development	BUSN230
	MKTG 320	4	Market Research	BUSN230
	BUSN 379	3	Finance	ACCT212
	Social Science Elective 2	3	Choose 300 or 400 level PSYC or SOCS course (Must differ from Social Science Elective 1)	
		18		
7th Semester				
	MGMT 404	4	Project Management	BUSN115 & Senior Standing*
	MKTG 430	4	International Marketing	BUSN230
	Communication Skills Elective 2	4	Applied Writing - Choose ENGL216 or ENGL227	ENGL108
	ECON 312	3	Principle of Economics	
	General Education Elective 2	3	Choose any 300 or 400 level Humanities or Social Science course not previously taken.	
	CARD 415 (Institute Credit)	1	Career Development Strategies	Senior Standing*
		19		
8th Semester				
	MKTG 410	4	Advertising and Public Relations	BUSN230
	LAWS 310	3	The Legal Environment	
	HUMN 432	3	Technology, Society, and Culture	Senior Standing*
	BUSN 412	4	Business Policy	Senior Standing*
	BUSN 462	1	Senior Project I	MGMT 404 & Senior Standing*
	BUSN 463	2	Senior Project II	Senior Standing*
		17		
	ACCT 346	4	From Associate side	
	Gen. Education Elective	3	From Associate side	
	Humanities Elective 2	3	From Associate side	
		134	Bachelors Degree Completion (Includes 6 Institutional Credits - COLL148, CARD207, and CARD415)	
	AASBA		70 Credits needed for degree completion.	
	BSBA		134 Credits needed for degree completion.	
	*Senior Standing = completion of 89 earned credit hours.			
	Revised 6/12/2009			