

Marketing, Management, and Sales  
Online



Semester Outline

6 Semesters of Part-time Enrollment  
Credits Required for Graduation: 74  
Associate of Applied Science (A.A.S.) Degree

2009 – 2010 Revised: 11/09

**First Fall Semester**

Course Number	Course Title	Clock Hours	Credits
BUS 101	Introduction to Business	48	3
BUS 162	Retailing	48	3
Total		126	6

**First Spring Semester**

Course Number	Course Title	Clock Hours	Credits
BUS 160	Principles of Selling	48	3
BUS 170	Human Resource Management	48	3
Total		126	6

**First Summer Session**

Course Number	Course Title	Clock Hours	Credits
BUS 150	Advertising	64	4
BUS 185	E-Business	48	3
Total		112	7

**Second Fall Semester**

Course Number	Course Title	Clock Hours	Credits
BUS 120	Principles of Marketing	48	3
BUS 140	Business Law	48	3
Total		126	6

**Second Spring Semester**

Course Number	Course Title	Clock Hours	Credits
• BUS 210	Entrepreneurship	48	3
BUS 230	Management Policy	48	3
CIS 125	Advanced Computer Software Applications	48	3
Total		144	9

**Thrid Fall Semester**

Course Number	Course Title	Clock Hours	Credits
BUS 122	Marketing Research	48	3
BUS 244	International Business	48	3
Total		126	6

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### Additional courses to be transferred in from accredited institutions or taken on campus.

Course Number	Course Title	Clock Hours	Credits
ACCT 210	Principles of Accounting I	48	3
ACCT 211	Principles of Accounting II	48	3
AC 100	Applied Communications	14	.5
AED 100	Automated External Defibrillator	14	.5
BUS 220	Personal Finance	48	3
BUS 235 or BUS 240 and Elective	Business Internship or Business Internship and Elective	360	6
CIS 105	Computer Software Applications	48	3
ECON 201	Principles of Microeconomics I	48	3
SPCM 101	Fundamentals of Speech	48	3
•• Selected Communications Course		48	3
•• Selected Behavioral Science Course		48	3
•• Selected Mathematics Course		48	3
Total		820	34

- **Prerequisite:** Students must have successfully completed ACCT 210 – Principles of Accounting I and ACCT 211 – Principles Accounting II (or have the approval of the instructor) before enrolling in this course.
- **Students will select a course in each of the three areas listed to meet general education requirements. Courses marked with an asterisk can be transferred directly to the university system under the terms of articulation agreements. Students should speak with an advisor before selecting transferable courses. (EN 110, MATH 100, MATH 101 are not transferable.)**

#### Behavioral Science

PSYC 100 – Human Relations  
PSYC 101 – General Psychology\*

#### Communications

EN 110 – Business Communications  
ENGL 101 – Composition\*

#### Mathematics

MATH 100 – Applied General Math  
MATH 101 – Intermediate Algebra  
MATH 102 – College Algebra\*