



ASSOCIATE OF APPLIED BUSINESS

MARKETING AND SALES MANAGEMENT

The catalog in force is assigned to students based on the academic year they first applied to the college, and changes only when students change their major or request the change in writing. Refer to Policy No. 3357:15-13-28.

2023-24 Catalog

Effective Summer 2023

2300

Business, Engineering, and Information Technologies Division

Management and Marketing Department

TECHNICAL Course Number	Course Title	Credits	Pre- and Co-Requisites	Completed Sem./Year
ACC130	Business Law and Ethics	3		
BUS121	Business Administration [^]	3	IDS102 or Proficiency	
MGT121	Principles of Management	3	BUS121 or ENT120	
MKT121	Principles of Marketing	3	BUS221	
MKT221	Sales	3	MKT121	
MKT222	Advertising	3	MKT121	
MKT229	Market Planning	4	MKT121	
TECHNICAL ELECTIVE: Choose three (3) courses				
MGT221	Supervision	3	MGT121	
MKT226	Supply Chain Management	3	MKT121	
MKT227	Consumer Behavior	3	MKT121	
MKT233	Market Research	3	MKT121 and MTH108	
MKT236	E-Marketing	3	MKT121	
Total		31		
NON-TECH Course Number	Course Title	Credits	Pre- and Co-Requisites	Completed Sem./Year
SSC101	Student Success Seminar ^{^^}	1	<i>Take first semester</i>	
ACC132	Financial Accounting*	4	pre-co-BUS124	
ACC133	Managerial Accounting	4	ACC132	
BUS124	Business Analysis with Algebra [^]	3	(MTH022 or MTH023 or proficiency) and (IDS102 or proficiency)	
BUS221	Microeconomics [^]	3	IDS102 or Proficiency	
BUS222	Macroeconomics [^]	3	IDS102 or Proficiency	
COM121	Effective Speaking	3		
ENG124	College Composition [^]	3	Co-ENG024 or Co-ENG011 or Proficiency	
ITD122 or AOT226	Computer Applications for Professionals ^{^■} or Spreadsheet - Microsoft Excel [^]	3 or 3	ITD100 or Proficiency or ITD100 or Proficiency	
MTH118 or MTH124 or MTH125	Quantitative Reasoning [^] or Statistics Ω or College Algebra Ω	3 or 3 or 4	<i>Check for prerequisites</i>	
	<i>Select one (1) Arts & Humanities Elective from the list below ¹</i>	3	<i>Check for prerequisites</i>	
Total		33-34		
TOTAL CREDIT HOURS		64-65		

[^]Based upon SSC placement score

^{^^}To promote student success, this course should be taken in the first semester

[■]Successful completion of ITD102, ITD104, ITD105, and ITD106 may be substituted for ITD122

Ω MTH124 or MTH125 should only be taken by students planning to transfer to a four-year institution.

*Student may elect to take ACC121 Principles of Accounting as an introduction to accounting prior to taking this course.

¹Arts & Humanities Elective: ENG233, ENG234, ENG235, ENG236, ENG237, ENG240, ENG241, HIS121, HIS122, PHL122

FULL-TIME STUDENT ADVISING NOTES

Academic Advising

Students should make an appointment to see their advisor before registering for classes each semester. They should have prepared a completed registration form, including courses they wish to take, prior to this meeting.

Course Sequence

The semester-by-semester listing below provides the normal scheduling option for full-time associate degree students who plan to finish in two years.

<u>First Semester</u>		<u>Credit Hours</u>	<u>Pre- and Co-requisites</u>
SSC101	Student Success Seminar^^	1	<i>Take first semester</i>
BUS121	Business Administration^	3	IDS102 or Proficiency
BUS124	Business Analysis with Algebra^	3	(MTH022 or MTH023 or proficiency) and (IDS102 or proficiency)
BUS221	Microeconomics^	3	IDS102 or Proficiency
ENG124	College Composition^	3	Co-ENG024 or Co-ENG011 or Proficiency
MTH118	Quantitative Reasoning^	3	
or	or	or	
MTH124	Statistics Ω	3	<i>Check for prerequisites</i>
or	or	or	
MTH125	College Algebra Ω	4	
		16-17	
<u>Second Semester</u>			
MKT121	Principles of Marketing	3	BUS221
ITD122	Computer Applications for Professionals^■	3	ITD100 or Proficiency
or	or	or	or
AOT226	Spreadsheet - Microsoft Excel^	3	ITD100 or Proficiency
ACC132	Financial Accounting*	4	pre-co-BUS124
COM121	Effective Speaking	3	
MGT121	Principles of Management	3	BUS121 or ENT120
		16	
<u>Third Semester</u>			
BUS222	Macroeconomics^	3	IDS102 or Proficiency
MKT221	Sales	3	MKT121
MKT222	Advertising	3	MKT121
ACC133	Managerial Accounting	4	ACC132
<i>Technical Elective</i> ²		3	<i>Check for prerequisites</i>
		16	
<u>Fourth Semester</u>			
MKT229	Market Planning	4	MKT121
ACC130	Business Law and Ethics	3	
<i>Technical Elective</i> ²		3	<i>Check for prerequisites</i>
<i>Technical Elective</i> ²		3	<i>Check for prerequisites</i>
<i>Arts & Humanities Elective</i> ¹		3	<i>Check for prerequisites</i>
		16	
TOTAL CREDITS		64-65	

^Based upon SSC placement score

^^To promote student success, this course should be taken in the first semester

Ω MTH124 or MTH125 should only be taken by students planning to transfer to a four-year institution.

■ Successful completion of ITD102, ITD104, ITD105, and ITD106 may be substituted for ITD122

*Student may elect to take ACC121 Principles of Accounting as an introduction to accounting prior to taking this course.

¹ Arts & Humanities Elective: ENG233, ENG234, ENG235, ENG236, ENG237, ENG240, ENG241, HIS121, HIS122, PHL122

² Technical Elective: MGT221, MKT226, MKT227, MKT233, MKT236