

 	<p style="text-align: center;"><b>ASSOCIATE OF APPLIED BUSINESS</b></p> <p style="text-align: center;"><b>MARKETING AND SALES MANAGEMENT</b></p> <p style="text-align: center;"><i>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.</i></p>	<b>2025-26 Catalog</b> Effective Summer 2025
		<b>2300</b>

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

<sup>^</sup>Based upon SSC placement score

<sup>^^</sup>To promote student success, this course should be taken in the first semester

<sup>\*</sup>Student may elect to take ACC121 Introduction to Accounting prior to taking this course.

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

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

**PART-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 part-time associate degree students who plan to finish in eight semesters.

<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 <b>or</b> Proficiency
BUS124	Business Analysis^	<u>3</u>	(MTH022 <b>or</b> MTH023 <b>or</b> proficiency) <b>and</b> (IDS102 <b>or</b> proficiency)
		<b>7</b>	
<u>Second Semester</u>			
BUS221	Microeconomics^	3	IDS102 <b>or</b> Proficiency
ENG124	College Composition^	3	Co-ENG024 <b>or</b> Co-ENG011 <b>or</b> Proficiency
MTH118	Quantitative Reasoning^	3	
<b>or</b>	<b>or</b>	<b>or</b>	
MTH124	Statistics Ω	3	<i>Check for prerequisites</i>
<b>or</b>	<b>or</b>	<b>or</b>	
MTH125	College Algebra Ω	<u>4</u>	
		<b>9-10</b>	
<u>Third Semester</u>			
MKT121	Principles of Marketing	3	BUS221
ITD122	Computer Applications for Professionals^	3	ITD100 <b>or</b> Proficiency
<b>or</b>	<b>or</b>	<b>or</b>	<b>or</b>
AOT226	Spreadsheet - Microsoft Excel^	3	ITD100 <b>or</b> Proficiency
ACC132	Financial Accounting*	<u>4</u>	pre-co-BUS124
		<b>10</b>	
<u>Fourth Semester</u>			
COM121	Effective Speaking	3	
MGT121	Principles of Management	3	BUS121 <b>or</b> ENT120
BUS222	Macroeconomics^	<u>3</u>	IDS102 <b>or</b> Proficiency
		<b>9</b>	
<u>Fifth Semester</u>			
MKT221	Sales	3	MKT121
MKT222	Advertising	3	MKT121
ACC133	Managerial Accounting	<u>4</u>	ACC132
		<b>10</b>	
<u>Sixth Semester</u>			
MKT229	Market Planning	4	MKT121
MKT226	Supply Chain Management	<u>3</u>	MKT121
		<b>7</b>	
<u>Seventh Semester</u>			
ACC130	Business Law and Ethics	3	
MGT221	Supervision	<u>3</u>	MGT121
		<b>6</b>	
<u>Eighth Semester</u>			
MKT236	E-Marketing	3	MKT121
<i>Arts &amp; Humanities Elective <sup>1</sup></i>		<u>3</u>	<i>Check for prerequisites</i>
		<b>6</b>	
<b>TOTAL CREDITS</b>		<b>64-65</b>	

^Based upon SSC placement score

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

\*Student may elect to take ACC121 Introduction to Accounting prior to taking this course.

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