

Degree: **Associate in Applied Science**
 Major: **GENERAL BUSINESS (BUS3)**
 Emphasis: **Marketing**
 Credit Requirements: 69 semester credit hours

FIRST SEMESTER (FALL)

ACC 111	Accounting Concepts	3
BUS 101	Introduction to Business	3
ENG 155	Communications I	3
CPT 170	Microcomputer Applications	3
MKT 101	Principles of Marketing	3
	TOTAL	15

SECOND SEMESTER (SPRING)

ACC 112	Organizational Accounting	3
BAF 101	Personal Finance	3
MKT 135	Customer Service	3
ENG 160	Technical Communications	3
MAT 101*	Beginning Algebra	3
	TOTAL	15

THIRD SEMESTER (SUMMER)

ACC 102	Accounting Principles II	3
BUS 121	Business Law I	3
MGT 101	Principles of Management	3
MKT 120	Sales Principles	3
	TOTAL	12

FOURTH SEMESTER (FALL)

BUS 210	Introduction to E-Commerce in Business	3
BUS 220	Business Ethics	3
MGT 150	Fundamentals of Supervision	3
MGT 201	Human Resources Management	3
MKT 250	Consumer Behavior	3
	TOTAL	15

FIFTH SEMESTER (SPRING)

MKT 240	Advertising	3
BUS 240	Business Statistics	3
ECO 210	Macroeconomics	3
	OR	
ECO 211	Microeconomics	
IDS 201	Leadership Development (Humanities elec)**	3
	TOTAL	12
	TOTAL CREDIT HOURS	69

*Mathematics: Students who do not meet the math placement score for MAT 101 should take MAT 155 or MAT 032 during the first semester.

**Humanities Elective: IDS 201, Leadership Development, is the preferred course. Should IDS 201 not be available, other courses are permissible with specific permission of the student's advisor. Examples include: ART 101, FRE 101, FRE 102, HIS 101, HIS 102, HIS 201, HIS 202, MUS 105, PHI 101, PHI 103, PHI 110, SPA 101 or SPA 102. ENG 201, ENG 202, ENG 205, ENG 206, ENG 208 or ENG 209 may be chosen, but only if ENG 101 and ENG 102 have been completed.