

## MARKETING GENERAL SPECIALIZATION – AAS (2015 – 2016)

### FIRST YEAR

#### First Semester 15

LEAD 1370 Workforce Development with Critical Thinking .....	3
ENGL 1301 Composition I .....	3
ECON 2302 Principles of Microeconomics .....	3
MRKG 1311 Principles of Marketing .....	3
MATH 1324 Finite Mathematics with Applications OR XXXX #3## Math/Natural Science Elective.....	3

#### Second Semester 15

ENGL 1302 Composition II OR ENGL 2311 Technical Writing .....	3
MRKG 2312 e-Commerce Marketing .....	3
MRKG 2371 Services Marketing OR MRKG 1391 Special Topics in Business Marketing and Management OR	
MRKG 1302 Principles of Retailing.....	3
BUSG 1301 Introduction to Business OR BUSI 1301 Introduction to Business.....	3
ACNT 1303 Introduction to Accounting I OR ACCT 2301 Principles of Accounting I .....	3

### SECOND YEAR

#### First Semester 12

BMGT 1327 Principles of Management .....	3
MRKG 2372 Consumer Behavior .....	3
MRKG 2333 Principles of Selling .....	3
MRKG 2380 Cooperative Education I- Marketing/Marketing Management, General .....	3

#### Second Semester 18

MRKG 2348 Marketing Research and Strategies .....	3
MRKG 2374 Marketing Case Studies.....	3
HRPO 1311 Human Relations.....	3
IBUS 1354 International Marketing Management.....	3
MRKG 2349 Advertising and Sales Promotion .....	3
XXXX #3## Approved Humanities/Fine Arts Elective .....	3

#### Program Total 60