

NAME:	SS#:	DATE:
COLLEGE:	COUNSELOR/ADVISOR:	CATALOG YEAR: 8/15/13-8/14/14

MARKETING/MARKETING MANAGEMENT - AAS - MARKETING

HCCS Course Requirement	Transfer / Substitution Institution	Substitution Course	Substitute (SU) Transfer (TR)	Comment/Disapproval	Approval Signature	Date
TSI testing is required prior ro first enrollment.						
FIRST YEAR						
FIRST SEMESTER						
LEAD 1200 Workforce Development with Critical Thinking						
MRKG 1311 Principles of Marketing						
ENGL 1301 Composition I						
ECON 2302 Principles of Microeconomics						
XXXX #3## Humanities/Fine Arts Elective						
MATH 1314 College Algebra* <u>OR</u>						
XXXX #3## Math/Natural Science General Ed. Elective						
SECOND SEMESTER						
ENGL 1302 Composition II						
MRKG 2312 e-Commerce						
MRKG 2371 Services Marketing <u>OR</u>						
MRKG 1391 Special Topics in Business Marketing and Management						
MRKG 2348 Marketing Research and Strategies						
BUSG 1301 Introduction to Business						
ACNT 1303 Introduction to Accounting I <u>OR</u>						
ACCT 2301 Principles of Accounting I						
SECOND YEAR						
FIRST SEMESTER						
XXXX #3## Computer Applications Elective*						
BMGT 1327 Principles of Management						
MRKG 2372 Consumer Behavior						
MRKG 2333 Principles of Selling						
MRKG 2380 Cooperative Education I- Marketing/Marketing Management, General						
(Continued on Page 2)						

* The Computer Applications Elective may be chosen from the following courses: ITSC 1309 Integrated Software Applications I, POFI 1301 Computer Applications I, or BCIS 1405 Business Computer Applications.

