

Associate in Applied Science BUSINESS ADMINISTRATION - MARKETING PATH

Marketing

If you enjoy creating effective and exciting marketing materials, you might want to sign up for HGTC's Associate in Applied Science in Business Administration, with a Marketing emphasis. This program gives you the knowledge, skills, and abilities you need to qualify for entry-level marketing positions in business. The Business Administration/Marketing Emphasis program is a career degree that prepares you for employment.

CURRICULUM SEQUENCE

First Semester - Fall

ACC 101	Accounting Principles I	3
BUS 101	Introduction to Business	3
COL 105	Freshman Seminar	3
ENG 155	Communications I*	3
MKT 101	Principles of Marketing	3
	TOTAL	15

Second Semester - Spring

ACC 102	Accounting Principles II	3
BAF 101	Personal Finance	3
ENG 160	Technical Communications*	3
MAT 101	Beginning Algebra*	3
MKT 135	Customer Service	3
	TOTAL	15

Third Semester - Summer

BUS 121	Business Law I	3
MGT 101	Principles of Management	3
MKT 120	Sales Principles	3
MKT 290	SCWE Marketing	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
	TOTAL	12

Fifth Semester - Spring

BUS 240	Business Statistics	3
ECO 210	Macroeconomics	3
or		
ECO 211	Microeconomics	
IDS 201	Leadership Development**	3
MKT 240	Advertising	3
	TOTAL	12
	TOTAL CREDIT HOURS	66

*For transfer to senior institution, students should select the following transfer courses: ENG 101, ENG 102 and SPC 205 for ENG 155 and ENG 160; MAT 110 or 120 for MAT 101.

**Humanities: IDS 201, Leadership Development, is the preferred course. Should IDS 201 not be available, other courses are permissible with specific permission of the students advisor. Examples include: ART 101, HIS 101, MUS 105, PHI 101, or ENG 201 (ENG 101 and ENG 102 must be completed prior).