

# Associate of Applied Science: Marketing and Business Management

## Track A- MARKETING



### FIRST YEAR STUDENTS-MARKETING TRACK

#### FALL QUARTER

| COURSE               | TITLE                     | CR        |
|----------------------|---------------------------|-----------|
| MARK 101             | MARKETING PRINCIPLES      | 5         |
| MARK 102             | CUSTOMER SERVICE          | 5         |
| MARK 103             | WRITTEN BUSINESS COMM     | 3         |
| MARK 105             | INFO RESEARCH/ACQUISITION | 1         |
| MARK 125             | BUS-MRKT PRESENTATION [A] | 3         |
| <b>TOTAL CREDITS</b> |                           | <b>17</b> |

#### WINTER QUARTER

| COURSE               | TITLE                                 | CR        |
|----------------------|---------------------------------------|-----------|
| MARK 106             | BUSINESS CONCEPTS                     | 5         |
| ACCT&201             | ACCOUNTING PRIN. (OR MARK 113, #1768) | 5         |
| MARK 124             | SALES STRTG/CNSMR PHYCH [A]           | 5         |
|                      | GEN ED - see advisor                  | 5         |
| <b>TOTAL CREDITS</b> |                                       | <b>20</b> |

#### SPRING QUARTER

| COURSE               | TITLE                      | CR        |
|----------------------|----------------------------|-----------|
| MARK 107             | CROSS CULTURAL COMM        | 5         |
| MARK 110             | PRNCPL MGMT/SUPERVISION    | 5         |
| MARK 121             | BRANDING/CORP IDENTITY [A] | 2         |
|                      | GEN ED - see advisor       | 5         |
| <b>TOTAL CREDITS</b> |                            | <b>17</b> |

#### SUMMER QUARTER

| COURSE               | TITLE                        | CR        |
|----------------------|------------------------------|-----------|
| MARK 108             | INTRNTL TRADE PRACTICE       | 5         |
| MARK 109             | ECONOMICS-MRKT PERSPECTV     | 5         |
| MARK 122             | ADVERTISE-CREATION/PLAN [A]  | 4         |
| MARK 123             | BUSINESS SOFTWARE APPLTN [A] | 3         |
| <b>TOTAL CREDITS</b> |                              | <b>17</b> |

### SECOND YEAR MARKETING TRACK STUDENTS

1st Qtr enrolled in Fall or Spring

#### FIFTH QUARTER- Marketing Track (Fall or Spring)

| COURSE               | TITLE                    | CR        |
|----------------------|--------------------------|-----------|
| MARK 104             | NEGOTIATION/COLLABORATIO | 3         |
| MARK 111             | CYBER MRKT/E-COMMERCE    | 5         |
| MARK 112             | BUSINESS LAW             | 5         |
| MARK 126             | PLANNING/LEADERSHIP [A]  | 5         |
| <b>TOTAL CREDITS</b> |                          | <b>18</b> |

#### SIXTH QUARTER- Marketing Track (Winter or Summer)

| COURSE               | TITLE                      | CR        |
|----------------------|----------------------------|-----------|
| MARK 127             | PUBLIC RELATIONS [A]       | 3         |
| MARK 128             | MRKT RESEARCH/FORECAST [A] | 3         |
| MARK 129             | ADV MARKETING PROJECTS [A] | 5         |
|                      | GEN ED - see advisor       | 5         |
| <b>TOTAL CREDITS</b> |                            | <b>16</b> |

**TOTAL CREDITS 105**

MINIMUM REQUIREMENT:

Student is ready for 80-level General Edu class - taken in the afternoon

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