

ZANE STATE COLLEGE

CURRICULUM FOR BUSINESS MANAGEMENT TECHNOLOGY Major in Marketing Management

CLASSIFI.	OBOR	CRSE	NO	COURSE TITLE	LEC	LAB	CON	CRD
<u>FALL QUARTER (1)</u>								
G	BUS	151		Microeconomics	4	0	4	4
B	CPT	105		Introduction to Microcomputer Software Applications	2	2	4	3
G	ENG*	150		Freshman Composition	5	0	5	5
G	IDS	101		College Success Strategies	0	2	2	1
G				Social and Behavioral Science Elective	<u>4</u>	<u>0</u>	<u>4</u>	<u>4</u>
					15	4	19	17
<u>WINTER QUARTER (2)</u>								
T(B)	ACC	101		Financial Accounting	3	2	5	4
G	ENG	180		Technical Writing	4	0	4	4
T	MKT	100		Marketing	4	0	4	4
G				Mathematics Elective**	<u>4</u>	<u>0</u>	<u>4</u>	<u>4</u>
					15	2	17	16
<u>SPRING QUARTER (3)</u>								
T	ACC	222		Managerial Accounting	2	3	5	3
T	BUS	111		Principles of Management	4	0	4	4
T	BUS	212		Customer Relationship Management	2	2	4	3
T	ITC	102		Introduction to Multimedia Applications	2	3	5	3
T	MKT	101		Retail Management	<u>3</u>	<u>3</u>	<u>6</u>	<u>4</u>
					13	11	24	17
<u>SUMMER QUARTER (4)</u>								
T				Technical Elective	2	3	5	3
T				Technical Elective	<u>2</u>	<u>3</u>	<u>5</u>	<u>3</u>
					4	6	10	6
CERTIFICATE IN APPLIED BUSINESS: Retail Sales (56 Credits)								
<u>FALL QUARTER (5)</u>								
T	BMC	120		Excel	2	3	5	3
G	COM	261		Public Speaking	3	2	5	4
T	MKT	202		Advertising	3	3	6	4
G				Natural/Physical Science Elective	3	3	6	4
T				Technical Elective	<u>2</u>	<u>3</u>	<u>5</u>	<u>3</u>
					13	14	27	18
<u>WINTER QUARTER (6)</u>								
T	HRT	225		Cultural Diversity	3	0	3	3
T	MKT	207		Visual Design and Merchandising	2	2	4	3
T	MKT	215		Principles of Professional Sales	2	3	5	3
T				Technical Elective	2	3	5	3
T				Technical Elective	<u>2</u>	<u>3</u>	<u>5</u>	<u>3</u>
					11	11	22	15
<u>SPRING QUARTER (7)</u>								
B	BUS	131		Business Law I	3	0	3	3
B	BUS	207		Small Business Management	3	0	3	3
T	BUS	213		International Business	4	0	4	4
G				Social and Behavioral Science Elective	4	0	4	4
T				Technical Elective	<u>2</u>	<u>3</u>	<u>5</u>	<u>3</u>
					16	3	19	17

* Students whose English placement test results predict difficulty with ENG 150 must first complete ENG 096 before enrolling in ENG 150.

** Students whose Math placement test results predict difficulty in their required Math course or Math elective must first complete additional Math courses prior to enrollment.

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MATHEMATICS ELECTIVES

G	MTH	111	Mathematics for Business	4	0	4	4
G	MTH	113	Algebra	4	0	4	4
G	MTH	124	Algebra & Trigonometry I	4	0	4	4
G	MTH	125	Algebra & Trigonometry II	4	0	4	4
G	MTH	225	Introductory Calculus	4	0	4	4
G	MTH	227	Statistics	4	0	4	4
G	MTH	251	Calculus I	5	0	5	5
G	MTH	252	Calculus II	5	0	5	5
G	MTH	253	Calculus III	5	0	5	5

NATURAL/PHYSICAL SCIENCE ELECTIVES

G	BIO	101	Principles of Biology	3	3	6	4
G	BIO	107	Biology and the Environment	3	3	6	4
G	CHM	101	Chemistry	3	3	6	4

SOCIAL AND BEHAVIORAL SCIENCE ELECTIVES

G	BUS	151	Microeconomics	4	0	4	4
G	BUS	152	Macroeconomics	4	0	4	4
G	BUS	153	Consumer Economics	4	0	4	4
G	GEO	161	U.S. Geography	4	0	4	4
G	GEO	171	World Regional Geography	4	0	4	4
G	PSY	101	Introduction to Psychology	4	0	4	4
G	PSY	110	Psychology of Gender	4	0	4	4
G	PSY	201	Abnormal Psychology	4	0	4	4
G	PSY	203	Child/Adolescent Psychology	4	0	4	4
G	PSY	217	Social Psychology	4	0	4	4
G	PSY	231	Educational Psychology	4	0	4	4
G	SOC	101	Introduction to Sociology	4	0	4	4
G	SOC	206	Cultural Diversity	4	0	4	4
G	SOC	218	Social Problems	4	0	4	4

TECHNICAL ELECTIVES

T	ACC	225	Cost Accounting	3	3	6	4
T	BMC	130	Access	1	4	5	3
T	BMC	220	Advanced Excel	2	3	5	3
T	BMC	230	Advanced Access	2	3	5	3
T	BUS	199	Employability Principles	3	0	3	3
T	BUS	200	Internship I	0	40	40	4
T	BUS	205	Seminar for Internship	1	0	1	1
T	BUS	211	Office Management	4	0	4	4
T	BUS	215	Desktop Publishing	2	3	5	3
T	BUS	219	Advanced Desktop Publishing	1	4	5	3
T(B)	BUS	260	Business Correspondence	2	2	4	3
T	BUS	262	Organizational Behavior	4	0	4	4
T	BUS	265	Human Resource Management	2	2	4	3
T	BUS	269	Introduction to E-Commerce	2	2	4	3
T	BUS	272	Financial Management	2	2	4	3
T	HRT	120	Staffing and Employment Functions	3	0	3	3
T	HRT	133	Strategic Compensation	3	0	3	3
T	HRT	230	Labor Relations	3	0	3	3
T	ITC	225	Database Management Systems	2	3	5	3
T	MET	216	Operations Management	3	0	3	3

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GRAPHIC DESIGN CONCENTRATION

T	ITC	122	Web Site Design	2	3	5	3
T	ITC	142	Imaging and Graphics for the Web	2	3	5	3
T	ITC	144	Digital Photography	2	3	5	3
T	ITC	153	Advanced Graphic Design	2	3	5	3
T	ITC	160	Print Layout	2	3	5	3
T	ITC	204	Editing Digital Video	2	3	5	3

ASSOCIATE OF APPLIED BUSINESS DEGREE (106 Credits)

GRAND TOTALS	OBOR (CREDIT)			
	GEN	BAS	TEC	TOT
	34	9	63	106

REVISED: 5/02, 3/03, 2/04, 1/05, 3/06, 3/07, 2/08, 2/09

EFFECTIVE DATE: 6/02, 6/03, 6/04, 6/05, 6/06, 6/07, 6/08, 6/09