



Business Management - Marketing Management (MKTG) Course of Study 2017-2018

Fall I				
Course ID	Course Name	T/B/G	Credits	Ck off
BMCA 1010	Introduction to Microcomputer Concepts & Applications	B	3	
BUSM 1110	Principles of Management	B	3	
ENGL 1500	Composition I	G	3	
FYEX 1010	First Year Success Strategies	G	1	
MATH 1050	Quantatative Reasoning	G	4	
MKTG 1000	Marketing	T	3	
	Total:		17	

Spring I				
Course ID	Course Name	T/B/G	Credits	Ck off
ACCT 1010	Financial Accounting	T	3	
BIOL 1070	Environmental Science	G	3	
BMCA 1200	Excel	T	3	
BUSM 1510	Microeconomics	G	3	
COMM 1220	Interpersonal Communication	G	3	
ENGL 2800	Professional Writing	G	3	
	Total:		18	

Summer I				
Course ID	Course Name	T/B/G	Credits	Ck off
	Total:			

Curriculum Summary: General (G)/Basic (B) = 32 Hours

Technical (T) = 30 Hours

Total Curriculum Hours = 62

Fall II				
Course ID	Course Name	T/B/G	Credits	Ck off
ACCT 2220	Managerial Accounting	T	3	
BUSM 1600	Business Ethics	B	3	
MKTG 1010	Retail Management	T	3	
MKTG 2150	Principles of Professional Sales	T	3	
	Total:		12	

Spring II				
Course ID	Course Name	T/B/G	Credits	Ck off
BUSM 1310	Legal Environment	B	3	
BUSM 2130	International Business	T	3	
HRMG 2250	Cultural Diversity for Human Resources	T	3	
ITCS 1020	Graphic Design	T	3	
MKTG 2020	Advertising	T	3	
	Total:		15	

Summer II				
Course ID	Course Name	T/B/G	Credits	Ck off
	Total:			

NOTE: Students must complete the computer literacy requirement in order to graduate which may be met through competency testing or completion of a program specific computer course. Refer to the degree audit and consult with the program advisor for the appropriate course(s) that meet the computer literacy requirement.