



## Business Management - Marketing (MKTG) Course of Study 2016-2017

First Semester I (Fall)				
Course ID	Course Name	T/B/G	Credits	Ck off
BMCA 1010	Introduction to Microcomputer Concepts & Applications	B	3	
BUSM 1510	Microeconomics	G	3	
ENGL 1500	Composition I	G	3	
FYEX 1010	First Year Success Strategies	G	1	
MKTG 1000	Marketing	T	3	
	<b>Total:</b>		<b>13</b>	

Second Semester I (Spring)				
Course ID	Course Name	T/B/G	Credits	Ck off
ACCT 1010	Financial Accounting	T	3	
BUSM 1110	Principles of Management	T	3	
BUSM 1310	Legal Environment	B	3	
	* English Elective	G	3	
	*Mathematics Elective	G	3	
	<b>Total:</b>		<b>15</b>	

Summer Session I				
Course ID	Course Name	T/B/G	Credits	Ck off
BMCA 1200	Excel	B	3	
	*Arts & Humanities Elective	G	3	
	<b>Total:</b>		<b>6</b>	

**Curriculum Summary:** General (G)/ Basic (B) = 31 Hours

Technical (T) = 30 Hours

**Total Curriculum Hours=** 61

Third Semester II (Fall)				
Course ID	Course Name	T/B/G	Credits	Ck off
ACCT 2220	Managerial Accounting	T	3	
BUSM 2130	International Business	T	3	
HRMG 2250	Cultural Diversity in Human Resources	T	3	
	*Communication Elective	G	3	
	*Natural Science Elective	G	3	
	<b>Total:</b>		<b>15</b>	

Fourth Semester II (Spring)				
Course ID	Course Name	T/B/G	Credits	Ck off
ITCS 1020	Graphic Design	T	3	
MKTG 1010	Retail Management	T	3	
MKTG 2020	Advertising	T	3	
MKTG 2150	Principles of Professional Sales	T	3	
	<b>Total:</b>		<b>12</b>	

Summer Session II				
Course ID	Course Name	T/B/G	Credits	Ck off
	<b>Total:</b>			

**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.

**\*ADDITIONAL INFORMATION ON REVERSE**

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### Page 2

Arts & Humanities Electives		
AMSL 1010	American Sign Language I	3
AMSL 1020	American Sign Language II	3
ARTS 1010	Art History I	3
ARTS 1020	Art History II	3
ARTS 1200	The History of Photography	3
ENGL 2400	Creative Writing	3
ENGL 2420	The Literature of Work	3
ENGL 2450	The Literature of Crime	3
ENGL 2470	The Literature of Sustainability	3
ENGL 2520	British Literature: Industrialism to Present	3
ENGL 2600	American Literature: Civil War to Present	3
ENGL 2700	World Literature	3
HUMS 1020	Critical Thinking	3
PHIL 1010	Introduction to Philosophy	3
PHIL 1020	Introduction to Ethics	3
PHIL 2010	Contemporary Philosophy	3
THTR 1010	Introduction to Theater	3
THTR 1020	Script Analysis	3

Natural Science Electives		
ASTR 1800	Introduction to Astronomy	3
BIOL 1010	Principles of Biology	3
BIOL 1070	Environmental Science	3
BIOL 1210	General Biology I	4
BIOL 1220	General Biology II	4
BIOL 1410	Botany	3
BIOL 1510	Zoology	3
BIOL 2010	General Microbiology	3
BIOL 2400	Anatomy & Physiology I	3
BIOL 2410	Anatomy & Physiology I Lab	1
BIOL 2420	Anatomy & Physiology II	3
BIOL 2430	Anatomy & Physiology II Lab	1
CHEM 1010	Chemistry I	3
CHEM 1020	Introduction to Organic and Biochemistry	3
CHEM 1210	General Chemistry I	4
CHEM 1220	General Chemistry II	4
GEOL 1350	Earth Science	3
GEOL 2010	Physical Geology	4
PHYS 1100	Introductory Physics	4
PHYS 2010	Physics I: Mechanics and Heat	4
PHYS 2020	Physics II: Modern Physics	4

Mathematics Electives		
MATH 1110	Mathematics for Business	3
MATH 1230	Industrial Mathematics	4
MATH 1240	Algebra & Trigonometry I	4
MATH 1250	Algebra & Trigonometry I1	4
MATH 1340	College Algebra	4
MATH 1350	Pre-Calculus	5
MATH 2250	Introductory Calculus	3
MATH 2270	Statistics	3
MATH 2510	Calculus I	5
MATH 2520	Calculus II	5

Communication Electives		
COMM 1220	Interpersonal Communication	3
COMM 2610	Public Speaking	3

English Electives		
ENGL 2500	Composition II	3
ENGL 2800	Technical Writing	3