



Business Management - Marketing Management (MKTG) Course of Study 2021-2022

Fall I				
Course ID	Course Name	T/B/G	Credits	Ck off
BUSM 1110	Principles of Management	T	3	
ENGL 1500	Composition I	G	3	
MKTG 1000	Marketing	T	3	
	*First Year Experience Elective	B	1	
	*Mathematics Elective	G	3	
	Total:		13	

Spring I				
Course ID	Course Name	T/B/G	Credits	Ck off
ACCT 1010	Financial Accounting	T	3	
BMCA 1200	Excel	T	3	
ECON 1510	Microeconomics	G	3	
	*Communication Elective	G	3	
	*English Elective	G	3	
	*Natural Science Elective	G	3	
	Total:		18	

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

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

Technical (T) = 30 Hours

Total Curriculum Hours = 61

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	
	*Program Elective	B/G	3	
	Total:		15	

Spring II				
Course ID	Course Name	T/B/G	Credits	Ck off
BUSM 1310	Legal Environment	B	3	
BUSM 2130	International Business	T	3	
DCMT 1020	Graphic Design	T	3	
	Cultural Diversity for Human Resources	B	3	
HRMG 2250		B	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.

***ADDITIONAL INFORMATION ON REVERSE**

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First Year Experience Electives		
FYEX 1010	First Year Experience	1
FYEX 1030H	Honors Freshman Seminar	3
FYEX 1100	Introduction to Online Learning	1

Mathematics Electives *		
MATH 1050	Quantitative Reasoning	4
MATH 1340	College Algebra	4
MATH 1650	Statistics	3

*Students should meet with an advisor for mathematics course selection.

Natural Science Electives		
BIOL 1070 **	Environmental Science	3
BIOL 1210	General Biology I	4

** suggested

Program Electives		
BUSM 1530	Consumer Economics	3
ECON 1520	Macroeconomics **	3

** Bachelors degree transfer course

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

** suggested

English Electives		
ENGL 2500	Composition II	3
ENGL 2800 **	Professional Writing	3

** suggested