



Academic & Career PATHWAYS

Associate of Applied Science (A.A.S.)

Marketing Management – Full-Time Advising Guide

This degree prepares a career in marketing management by studying concepts like consumer behavior, market research, and strategies related to product, placement, promotions, and pricing.

	Course	Degree Requirements Met	Credits	Action Steps
Semester 1				
<input type="checkbox"/>	BUSN 100 Introduction to Business	Program Requirement	3	<ul style="list-style-type: none"> Meet with Student Success Advisor and Business Program Coordinator to build degree plan Complete Civics Exam with 70% or higher
<input type="checkbox"/>	BUSN 105 Business Communications	Program Requirement	3	
<input type="checkbox"/>	BUSN 107 Organizational Behavior	Program Requirement	3	
<input type="checkbox"/>	ENGL 101 Reading & Composition I	General Education Requirement	3	
<input type="checkbox"/>	HIST 120 United States History to 1865 HIST 121 United States History since 1865 OR POLS 136 Introduction to U.S. National Politics <i>Choose one</i>	General Education Requirement/Civics	3	
Total Semester Credits			15	
Semester 2				
<input type="checkbox"/>	BUSN 150 Marketing	Program Requirement	3	<ul style="list-style-type: none"> Meet with Student Success Advisor Research/contact transfer institutions
<input type="checkbox"/>	BUSN 200 Business Management	Program Requirement	3	
<input type="checkbox"/>	COMM 100 Fundamentals of Speech	General Education Requirement	3	
<input type="checkbox"/>	MATH 100 Business Math	General Education Requirement	3	
<input type="checkbox"/>	PSYC 140 General Psychology OR SOCI 160 Sociology <i>Choose One</i>	General Education Requirement	3	
Total Semester Credits			15	
Semester 3				
<input type="checkbox"/>	ACCT 100 Introduction to Accounting	Program Requirement	3	<ul style="list-style-type: none"> Meet with Student Success Advisor Apply for admission at transfer institution
<input type="checkbox"/>	BUSN 151 Consumer Behavior	Program Requirement	3	
<input type="checkbox"/>	BUSN 152 Principles of Selling	Program Requirement	3	
<input type="checkbox"/>	BUSN 153 Digital Marketing	Program Requirement	3	



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<input type="checkbox"/>	ECON 210 Macroeconomics	General Education Requirement	3	▪ Apply for scholarships at transfer institution
Total Semester Credits			15	
Semester 4				
<input checked="" type="checkbox"/>	BUSN 155 Market Research	Program Requirement	3	▪ Meet with Student Success Advisor ▪ Apply for Graduation ▪ Apply for jobs
<input type="checkbox"/>	BUSN 201 Marketing Management	Program Requirement	3	
<input type="checkbox"/>	BUSN 240 Human Resource Management	Program Requirement	3	
<input type="checkbox"/>	BUSN 290 Business Capstone	Program Requirement	1	
<input type="checkbox"/>	BUSN Electives	Program Requirement	6	
Total Semester Credits			16	
Credits Required for A.A.S in Business- Marketing Management Degree			61	
Credits Required for Marketing Management Certificate			31	

**The A.A.S. in Business- Marketing Management requires a minimum of 61 total credits to graduate. When selecting a course from multiple options, please consider the number of credits for each course to ensure meeting the minimum requirements for graduation.*

This Pathway Map is an advising tool designed for full-time/part-time students and identifies the course recommendations for timely degree completion. All pathway maps can be modified to fit the individual needs of students. All students are encouraged to meet with their academic advisor to develop an individualized completion plan that best meets their goals, interests, and objectives. Degree requirements and prerequisite information can be found here: [Business - Marketing Management](#)

Please note:

- Courses may require a prerequisite or appropriate placement, see the [Academic Catalog](#) for additional information.