

BUSINESS MANAGEMENT & MARKETING

Associate in Applied Science, 72 Credit Hours, 18-Month Program

The Business Management and Marketing program prepares students for careers in business. The blending of extensive classroom instruction, in-the-field internships, and specialized projects allow students to develop skills required in business occupations.

Business Management and Marketing offers students opportunities for both financial and personal growth. Endless employment avenues are available with a business management and marketing degree. This program is also offered online.

Course No.	Course Title	Credits
General Education Requirements		
CIS 105	MICROCOMPUTER SOFTWARE APPLICATIONS I <i>or</i>	3
CIS 106	MICROCOMPUTER SOFTWARE APPLICATIONS II	
ECON 202	PRINCIPLES OF MACRO ECONOMICS <i>or</i>	3
ECON 204	PRINCIPLES OF ECONOMICS (MACRO)	
ENGL 101	COMPOSITION* <i>or</i>	3
ENGL 203	TECHNICAL WRITING II (online)	
MATH 112	BUSINESS MATHEMATICS	3
ORT 010	ORIENTATION	1
ORT 030	E-LEARNING FOR THE ONLINE STUDENT***	0
PSYC 101	GENERAL PSYCHOLOGY <i>or</i>	3
PSYC 103	HUMAN RELATIONS IN THE WORKPLACE	
Total		16
Technical Requirements		
ACCT 210	PRINCIPLES OF ACCOUNTING I	4
ACCT 228	QUICKBOOKS ACCOUNTING	3
BUS 101	INTRODUCTION TO BUSINESS	3
BUS 120	PRINCIPLES OF MARKETING	3
BUS 134	WRITTEN COMMUNICATIONS FOR BUSINESS	4
BUS 136	ORAL COMMUNICATIONS FOR BUSINESS	2
BUS 137	PROFESSIONAL DEVELOPMENT	1
BUS 140	BUSINESS LAW	3
BUS 150	ADVERTISING	3
BUS 152	DESKTOP PUBLISHING FOR MARKETING I **	3
BUS 156	WEBSITE DEVELOPMENT FOR BUSINESS **	3
BUS 157	MULTIMEDIA FOR BUSINESS **	3
BUS 160	PRINCIPLES OF SELLING	3
BUS 210	SUPERVISORY MANAGEMENT	3
BUS 224	PERSONAL FINANCE	3
BUS 225	RETAIL MANAGEMENT	3
BUS 233	SMALL BUSINESS ENTREPRENEURSHIP	3
BUS 240	ADVANCED COMPUTER APPLICATIONS FOR BUSINESS	4
BUS 290	INTERNSHIP <i>or</i>	2
BUS 226	PERSONAL INVESTMENTS	
Total		56

*Prerequisite: Acceptable COMPASS score or Basic Writing.

**In order to meet the software requirements, students need to take the following courses in sequential order without skipping semesters: (1) BUS156 Website Development, (2) Bus152 Desktop Publishing for Marketing, (3) Bus157 Multimedia for Business.

***ORT030 is for all BMM students enrolled in the online program.

Semester breakdown on next page

Semester Breakdown

First Semester			Second Semester		
		CR			CR
BUS 101	Introduction to Business	3	BUS 120	Principles of Marketing	3
BUS 136	Oral Communications for Business	2	BUS 156	Website Development for Business	3
ACCT 210	Principles of Accounting I	4	BUS 134	Written Communications for Business	4
CIS 105	Microcomputer Software App I <i>or</i>	3	BUS 137	Professional Development	1
CIS 106	Microcomputer Software App II		BUS 140	Business Law	3
MATH 112	Business Mathematics	3	ACCT 228	QuickBooks Accounting	3
ORT 010	Orientation	1			
PSYC 101	General Psychology <i>or</i>	3			
PSYC 103	Human Relations in the Workplace				
Total Credit Hours		19	Total Credit Hours		17
Third Semester			Fourth Semester		
		CR			CR
BUS 152	Desktop Publishing for Marketing I	3	BUS 150	Advertising	3
BUS 160	Principles of Selling	3	BUS 157	Multimedia for Business	3
BUS 210	Supervisory Management	3	BUS 225	Retail Management	3
BUS 224	Personal Finance	3	BUS 233	Small Business Entrepreneurship	3
BUS 240	Advanced Computer Apps for Business	4	ECON 202	Principles of Macro Economics <i>or</i>	3
ENGL 101	Composition <i>or</i>	3	ECON 204	Principles of Economics (Macro)	
ENGL 203	Technical Writing II (online)		BUS 290	Internship <i>or</i>	2
			BUS 226	Personal Investments	
Total Credit Hour		19	Total Credit Hours		17

Other Business Marketing & Management Program options are available including online and a five- or six-semester plan. Contact Admissions or your advisor for information.