

# MARKETING (2020)

ASSOCIATE IN SCIENCE DEGREE

The purpose of this program is to prepare students for employment in organizations and businesses for or not for profit as marketing, advertising and public relations managers, or to provide supplemental training for persons previously or currently employed in these activities.

**For additional information, call (386) 312-4183.**

**GENERAL EDUCATION COURSES:**

	ENC	1101	Composition I.....	3
+	ENC	1102	Composition II .....	3
	MAC	1105	College Algebra .....	3
	ECO	2013	Macroeconomics .....	3
+*	—	—	Humanities .....	3

**DEGREE SPECIFIC COURSES:**

+	ACG	2021	Principles of Financial Accounting .....	4
+	ACG	2071	Principles of Managerial Accounting .....	3
	BUL	1241	Business Law I.....	3
	CGS	1100	Microcomputer Applications Software.....	3
+	CGS	1515	Spreadsheet Concepts for Business .....	3
	CGS	2525	Presentation Technology.....	3
	ECO	2023	Principles of Microeconomics.....	3
	FIN	1100	Personal Finance.....	3
	GEB	1011	Introduction to Business.....	3
	MAN	2021	Principles of Management .....	3
	MAR	2011	Principles of Marketing .....	3
	MKA	2021	Principles of Salesmanship.....	3
	MKA	2102	Retail Merchandising.....	3
	MKA	2511	Advertising.....	3
	OST	2335	Business Communications.....	3
^	STA	2023	Elementary Statistics.....	3
	Or			
	MGF	1107	Math for Liberal Arts II.....	3

**REQUIRED TOTAL CREDIT HOURS ..... 64**

\*Refer to A.A. degree general education requirements.

+Prerequisite course required. See course description in catalog.

^Required for students planning to transfer to UNE, Bachelor of Business Administration, Marketing degree.