

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 I3
+ ENC 1102	Composition II3
MAC 1105	College Algebra3
ECO 2013	Macroeconomics3
+* ____	Humanities3

DEGREE SPECIFIC COURSES:

+ ACG 2021	Principles of Financial Accounting4
+ ACG 2071	Principles of Managerial Accounting3
BUL 1241	Business Law I3
CGS 1100	Microcomputer Applications Software3
+ CGS 1515	Spreadsheet Concepts for Business3
CGS 2525	Presentation Technology3
ECO 2023	Principles of Microeconomics3
FIN 1100	Personal Finance3
GEB 1011	Introduction to Business3
MAN 2021	Principles of Management3
MAR 2011	Principles of Marketing3
MKA 2021	Principles of Salesmanship3
MKA 2102	Retail Merchandising3
MKA 2511	Advertising3
OST 2335	Business Communications3
^ STA 2023	Elementary Statistics3
Or		
MGF 1107	Math for Liberal Arts II3

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 UNF, Bachelor of Business Administration, Marketing degree.