

BUSINESS DEGREE
Business Marketing (AOC) – M055
Associate of Applied Science Degree (AAS)

CATALOG DESCRIPTION OF PROGRAM:

Business Marketing is structured as a career program. It assists BCCC students in developing the knowledge, skills, and attitudes necessary for entry-level marketing trainee positions in business, industry, government, and service fields. Entrepreneurship is also a career option for graduates of this discipline. Team development and performance, worker empowerment, and customer satisfaction through continuous improvement are topics covered in all management/marketing courses.

COURSE	CURRENT SEQUENCE	CREDITS	PREREQUISITES	SEMESTER	GRADE
1st Semester					
PRE 100	Preparation for Academic Achievement	1	None		
BUAD 100	Introduction to Business	3	ENG 82 or RENG 92		
BUAD 112	Computers for Business Management	3	None		
ENG 101	English Writing	3	ENG 82 or RENG 92		
HLF-Elective	Health and Life Fitness	2	None		
SP 101	Fundamentals of Speech Communications	3	ENG 82 or RENG 92		
Semester Credits		15			
2nd Semester					
MGMT 102	Principles of Supervision	3	None		
MGMT 170	Small Business Management	3	None		
MAT 107	Modern Elementary Statistics	3	MAT 86 or MAT 91 and RENG 92		
SBS-Elective	Gen. Ed. Req.: Social & Behavioral Sciences	3	Depends on course chosen		
AH-Elective	Gen. Ed. Requirement: Arts & Humanities	3	Depends on course chosen		
Semester Credits		15			
3rd Semester					
ACCT 221	Principles of Financial Accounting	3	MAT 81 or MAT 91		
BUAD 207	Business Law I	3	ENG 101 and sophomore standing		
MGMT 222	Principles of Management	3	BUAD 100		
MKTG 223	Marketing	3	BUAD 100		
BPS-Elective	Biological and Physical Sciences	3	Depends on course chosen		
Semester Credits		15			
4th Semester					
ACCT 222	Principles of Managerial Accounting	3	ACCT 221		
ECO 201	The American Economy I: Macroeconomic Theory	3	ENG 82 or RENG 92		
MKTG 210	Retailing	3	MKTG 223		
MKTG 211	Advertising	3	MKTG 223		
MKTG 212	Principles of Selling	3	MKTG 223		
Semester Credits		15			
PROGRAM TOTAL		60			

Advisor Signature: _____

Date: _____

Student Signature: _____

Date: _____

Pre-Requisites for Students in Developmental Courses

COURSE	CURRENT SEQUENCE	CREDITS	PREREQUISITES	SEMESTER	GRADE
RENG 90	Intensive Program Writing	4 hrs.	Placement Test		
RENG 91	Composition Skills I	4 hrs.	Placement Test or RENG 90		
RENG 92	Composition Skills II	4 hrs.	Placement Test or RENG 91		
MAT 80	Arithmetic	3 hrs.	Placement Test		
MAT 86/	Integrated Pre-Algebra and Introductory Algebra	5 hrs.	Placement Test or MAT 80		
MAT 87M	Integrated Elementary and Intermediate Algebra		Students who complete MAT 80 with an A or B within a one year period; Students who recently (within one year) failed and need to repeat MAT 91; students whose ACUPLACER placement score on Elementary Algebra falls within the range 52-62.		
MAT 91	Elementary Algebra	4 hrs.	Placement Test or MAT 80		
MAT 92	Intermediate Algebra	4 hrs.	Placement Test or MAT 91		