

BUS ADMIN – MARKETING

Program Checklist Revised 05/08/08

2008-2010 CATALOG

Date _____

Student _____

ID # _____

Advisor _____

Term Enrolled _____

Required Course	Course Name	Prerequisite or (Co-requisite)	Credit Hours	Term Offered	Avail. Online	Term Completed/ Grade Earned
FIRST SEMESTER: (15 credit hours)						
ENGL 1010	English Composition I	None	3	All	Yes	
MGT 2000	Principles of Management	None	3	All	Yes	
MKT 2200	Principles of Marketing	None	3	F, S	Yes	
MKT 2420	Customer Service	None	3	F, S	Yes	
OST 1211	Intro to Software Applications	OST 1100 or equiv.	3	All		
SECOND SEMESTER: (13 credit hours)						
ACC 2000	Principles of Accounting I	(College-level math)	3	All	Yes	
MKT 2500	Services Marketing	None	3	S		
OST 1007	Access I CBT	OST 1100 or equiv.	1	F, S	Yes	
SPH 2100	Public Speaking	(ENGL 1010)	3	All	Yes	
WEB 2001	Web Design I – HTML Coding	OST 1211 or equivalent	1	F, S	Yes	
WEB 2002	Web Design II – Graphics	WEB 2001	1	F, S	Yes	
WEB 2003	Web Design III – Site Building	WEB 2002	1	F, S	Yes	
THIRD SEMESTER: (16 credit hours)						
ADV 2500	Advertising & Promotion	None	3	F, S	Yes	
ECN 2010	Principles of Economics I	(College-level math)	4	All	Yes	
MATH 1530	Elem. Probability & Statistics	(College-level math)	3	All	Yes	
MKT 2260	Marketing Information	MKT 2200, OST 1211	3	F		
MKT 2450	E-Commerce	None	3	All	Yes	
FOURTH SEMESTER: (16 credit hours)						
CBase Exam	General Education Exit Test	None	0	All		
FIN 2000	Financial Management	ACC 2000, (MATH 1530)	3	F, S		
HUM xxxx	Humanities/Fine Arts Elective	Note ¹	3	All	Yes	
MGT 2240	Business Capstone	MKT 2200, ACC 2000, MGT 2000	3	S		
MKT 2471	E-Commerce/Mktg. Internship	Note ²	3	All		
MKT 2570	Sales/Event Marketing	ADV 2500, MKT 2200	4	S		

TOTAL CREDIT HOURS FOR DEGREE: 60

¹Humanities Elective should be chosen from ART 1720, 1730; ENGL 2110, 2120, 2210, 2220, 2310, 2320, 2331, 2510, 2520; HUM 2810; MUS 1030, 1040; PHIL 1030, 2010, 2400; THEA 1030.

²Completion of 15 hours of MKT courses with minimum 2.5 GPA in MKT courses and at least a 2.0 cumulative GPA; seeking an A.A.S. degree as Marketing major; and a completed internship application submitted to the Coordinator of BCT Internships prior to beginning of the term.