

# BUSINESS ADMINISTRATION - MARKETING - ASSOCIATE OF APPLIED SCIENCE

The Associate of Applied Science - Business Administration degree in Marketing will help students understand basic marketing skills and advertising strategies as well as provide basic business knowledge needed to obtain entry-level employment in the marketing field.

This program is designed for students who plan to start or further their career in a business field. While the AAS degree is not designed to fully transfer to a four-year university, it can serve to fulfill several transfer course requirements.

## Stackable Credentials

- Associate of Applied Science - Business Administration - Marketing (p. 1)
- Certificate - Management (<http://coursecatalog.com.edu/catalog/areas-of-study/business/marketing-cert1/#fulltimescheduletext>)

## Full-Time Student Schedule

Course	Title	Semester Credit Hours
<b>Semester #1</b>		
ARTS 2313	Graphic Design <sup>2</sup>	3
BCIS 1305	Business Computer Applications <sup>2</sup>	3
BUSI 1301	Business Principles <sup>2</sup>	3
ENGL 1301	Composition I <sup>2</sup>	3
POFT 1321	Business Math	3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Semester #2</b>		
ACCT 2301 or ACNT 1303	Principles of Financial Accounting <sup>2</sup> or Introduction to Accounting I	3
BMGT 1327	Principles of Management	3
BUSI 2304	Business Report Writing and Correspondence <sup>2</sup>	3
MATH 1324	Math for Business and Social Science <sup>2</sup>	3
MRKG 1311	Principles of Marketing	3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Semester #3</b>		
BMGT 1309	Information and Project Management	3
ECON 2301 or ECON 2302	Principles of Macroeconomics <sup>2</sup> or Principles of Microeconomics	3
HRPO 2301	Human Resources Management	3
MRKG 1301	Customer Relationship Management	3
SPCH 1315	Public Speaking <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Semester #4</b>		
BMGT 2341	Strategic Management <sup>1</sup>	3
BUSI 2301	Business Law <sup>2</sup>	3
MRKG 2333	Principles of Selling	3
MRKG 2349	Advertising and Sales Promotion	3

PHIL 2306	Introduction to Ethics <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>15</b>
<b>Total Semester Credit Hours</b>		<b>60</b>

<sup>1</sup> Capstone course

<sup>2</sup> Course(s) listed in the Texas Common Course Numbering System (<https://tcns.org/institution/id:14/yid:19/>)

## Part-Time Student Schedule

Course	Title	Semester Credit Hours
<b>Semester #1</b>		
BUSI 1301	Business Principles <sup>2</sup>	3
ENGL 1301	Composition I <sup>2</sup>	3
POFT 1321	Business Math	3
<b>Semester Credit Hours</b>		<b>9</b>
<b>Semester #2</b>		
ARTS 2313	Graphic Design <sup>2</sup>	3
BCIS 1305	Business Computer Applications <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>6</b>
<b>Semester #3</b>		
ACCT 2301 or ACNT 1303	Principles of Financial Accounting <sup>2</sup> or Introduction to Accounting I	3
BMGT 1327	Principles of Management	3
MRKG 1311	Principles of Marketing	3
<b>Semester Credit Hours</b>		<b>9</b>
<b>Semester #4</b>		
BUSI 2304	Business Report Writing and Correspondence <sup>2</sup>	3
MATH 1324	Math for Business and Social Science <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>6</b>
<b>Semester #5</b>		
BMGT 1309	Information and Project Management	3
MRKG 1301	Customer Relationship Management	3
<b>Semester Credit Hours</b>		<b>6</b>
<b>Semester #6</b>		
ECON 2301 or ECON 2302	Principles of Macroeconomics <sup>2</sup> or Principles of Microeconomics	3
HRPO 2301	Human Resources Management	3
SPCH 1315	Public Speaking <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>9</b>
<b>Semester #7</b>		
BUSI 2301	Business Law <sup>2</sup>	3
PHIL 2306	Introduction to Ethics <sup>2</sup>	3
<b>Semester Credit Hours</b>		<b>6</b>
<b>Semester #8</b>		
BMGT 2341	Strategic Management <sup>1</sup>	3
MRKG 2333	Principles of Selling	3
MRKG 2349	Advertising and Sales Promotion	3
<b>Semester Credit Hours</b>		<b>9</b>
<b>Total Semester Credit Hours</b>		<b>60</b>

<sup>1</sup> Capstone course

<sup>2</sup> Course(s) listed in the Texas Common Course Numbering System  
(<https://tccns.org/institution/id:14/yid:19/>)