

Business Administration Marketing AAS Online Only Curriculum Map

Year One

Fall

Course	Description	Credits
BUS 233	Social Media Marketing	3
BUS 206	Management Fundamentals	3
CGS 100	College Survival and Success	3
WRI 121	English Composition I	4
BUS 223	Principles of Marketing	

Winter

Course	Description	Credits
BUS 238	Sales and Sales Management	3
Elective		4
Social Science	BUS 285 or PSY 201a recommended	3
CAS 133/L	Intro to Computing Skills	4

Spring

Course	Description	Credits
SPE 111	Fundamentals of Speech	3
BUS 249	Retailing	3
BUS 111	Intro to Accounting	4
Sci/Math/CS		4

Summer

Course	Description	Credits
BUS 211	Principles of Accounting I	4
Electives	BUS 250 recommended	3

Year Two

Fall

Course	Description	Credits
CAS 170	Spreadsheets	3
Math	MTH 111 recommended	5
CIS 243	Ecommerce	4
BUS 218	Personal Finance	3

Winter

Course	Description	Credits
BUS 213	Managerial Accounting	4
BUS 261	Consumer Behavior	3
Writing	BUS 214 or WRI 227 recommended	3
TEX 280	Coop Wk. Exp: Seminar	1

Spring

Course	Description	Credits
BUS 226	Business Law	3
Arts and Letters		3
Electives		3
Sci/Math/CS		4

Total Credits: 90