



Business Administration Marketing AAS Curriculum Map

Year One

Fall

Course	Description	Credits
BUS 233	Social Media Marketing	3
CAS 133	Intro to Computing Skills	3
CAS 133L	Intro to Computing Skills Lab	1
CGS 100	College Survival and Success	3
WRI 121Z	Composition I	4

Winter

Course	Description	Credits
BUS 215	Intro to AI for Business	4
BUS 238	Sales and Sales Management	3
COM 111Z	Public Speaking	4
Math		4

Spring

Course	Description	Credits
BUS 206	Management Fundamentals	3
BUS 223	Principles of Marketing	3
BUS 226Z	Introduction to Business Law	4
BUS 249	Retailing	3

Year Two

Summer

Course	Description	Credits
Social Science		3
Writing		4

Fall

Course	Description	Credits
BUS 111	Intro to Accounting	4
BUS 218	Personal Finance	3
CIS 243	E-commerce	4
Sci/Math/CompSci		4

Winter

Course	Description	Credits
Arts & Letters		3
BUS 169Z or BUS 229 with BUS 229L	Data Analysis Using Microsoft Excel or Project Management Fundamentals with Project Management Fundamentals Lab	4
BUS 211Z	Principles of Financial Accounting	4
BUS 261	Consumer Behavior	3

Spring

Course	Description	Credits
BUS 213Z	Principles of Managerial Accounting	4
Elective		3
Sci/Math/CompSci		4
TEX 280	Coop Wk. Exp: Seminar	1

Total Credits: 90