

Business Administration Marketing AAS Curriculum Map

Year One

Fall

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

Winter

Course	Description	Credits
BUS 238	Sales and Sales Management	3
Math	MTH 111 recommended	5
Social Science	BUS 285 or PSY 201a recommended	3
SPE 111	Fundamentals of Speech	3

Spring

Course	Description	Credits
BUS 206	Management Fundamentals	3
BUS 223	Principles of Marketing	3
BUS 249	Retailing	3
Elective		4
Sci/Math/CS		4

Year Two

Fall

Course	Description	Credits
BUS 111	Intro to Accounting	4
BUS 226	Business Law	3
WRI 122	English Composition II	4
Elective	BUS 250 recommended	3
Elective		3

Winter

Course	Description	Credits
BUS 211	Principles of Accounting I	4
BUS 218	Personal Finance	3

BUS 261	Consumer Behavior	3
Writing	BUS 214 or WRI 227 recommended	3

Spring

Course	Description	Credits
BUS 213	Managerial Accounting	3
Arts and Letters	PHL 209 or SPE 215 recommended	3
CAS 170	Spreadsheets	3
Sci/Math/CS	CIS 206, CIS 275, ENV 170 recommended	4

Total Credits: 90