Business and Entrepreneurship Department

BA: Marketing AAS (A25120M)

2026-2027 Curriculum Sheet

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	Prefix	No	Title	Class	Lab	Clinic	Credit	Course Prerequisites
Fall I								
	ACA	111	College Student Success	1	0	0	1	None
	ENG	111	Writing and Inquiry	3	0	0	3	See Catalog
	MKT	120	Principles of Marketing	3	0	0	3	None
	MKT	121	Retailing (Fall Only)	3	0	0	3	None
	Elective	1	Program Elective	2	2	0	3	None
	Elective	2	Natural Science/Mathematics	3	0	0	3	See Catalog
			Total Recommended Hours	**15**	**2**	**0**	**16**	
Spring 1								
	BUS	110	Introduction to Business	3	0	0	3	None
	BUS	115	Business Law I	3	0	0	3	None
	BUS	121	Business Math	2	2	0	3	See Catalog
	BUS	137	Principles of Management	3	0	0	3	None
	MKT	123	Fundamentals of Selling (Spring Only)	3	0	0	3	None
			Total Recommended Hours	**14**	**2**	**0**	**15**	
Summer I								
	COM	231	Public Speaking	3	0	0	3	None
	ECO	251	Principles of Microeconomics	3	0	0	3	None
			Total Recommended Hours	**6**	**0**	**0**	**6**	
FALL II								
	ACC	120	Principles of Financial Accounting	3	2	0	4	See Catalog
	ECO	252	Principles of Macroeconomics	3	0	0	3	ECO 251
	MKT	220	Advertising and Sales Promotion	3	0	0	3	None
	MKT	223	Customer Experience (Fall Only)	3	0	0	3	None
	MKT	232	Social Media Marketing (Fall Only)	3	0	0	3	None
			Total Recommended Hours	**15**	**2**	**0**	**16**	
SPRING II								
	MKT	225	Marketing Research (Spring Only)	3	0	0	3	MKT 120
	MKT	227	Marketing Applications (Spring Only)	3	0	0	3	None
	Elective	3	Program Elective	3	3	0	3	See Catalog
	Elective	4	Humanities/Fine Arts	3	0	0	3	See Catalog
	Elective	5	Program Elective	3/2	0	0	3/2	None
			Total Recommended Hours	**15/ 14**	**3**	**0**	**15/14**	
			Total Program Hours				**67/68**	

Program Option/Electives
Elective 1 - CIS 110 or OST 137
Elective 2 - MAT 143 or MAT 171
Elective 3 - CTS 130 or OST 138
Elective 4 - ART 111 or MUS 110
Elective 5 - BUS 139 or WBL 112

Please note that this is a possible semester-by-semester course of study. Student placement could extend the time needed for completion. In such cases, graduation may be extended by one or more semester(s). Other delays might be experienced regarding the timelines of various course offerings.