

# Marketing Associate of Applied Science

## Degree Requirements

MTH 65 Intro to Algebra (or higher) \_\_\_\_\_

WR 121 English Composition \_\_\_\_\_

BA Electives (See Approved List) 13 \_\_\_\_\_

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## General Education Requirements 16 Credits (see approved AAS list)

### Arts & Letters

(SP 111) \_\_\_\_\_

\_\_\_\_\_

### Social Sciences

(ECON 200) \_\_\_\_\_

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### Science, Math, & Computer Science

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## Marketing and General Business Core

BA 101 Intro to Business 4 \_\_\_\_\_

\*BA 111 Intro to Accounting 3 \_\_\_\_\_

BA 131 Computers in Business 4 \_\_\_\_\_

BA 203 Intro to International Bus. 3 \_\_\_\_\_

BA 205 Solv Commun. Prob/Tech 4 \_\_\_\_\_

BA 211 Accounting I 3 \_\_\_\_\_

BA 223 Principles of Marketing 3 \_\_\_\_\_

BA 226 Business Law I 4 \_\_\_\_\_

BA 234 International Marketing 3 \_\_\_\_\_

BA 238 Sales 3 \_\_\_\_\_

BA 239 Advertising 3 \_\_\_\_\_

BA 249 Prin. Retail & E-tailing 3 \_\_\_\_\_

BA 250 Small Business Mgmt. 3 \_\_\_\_\_

BA 285 Human Relations – Org. 3 \_\_\_\_\_

\*Students who have completed high school bookkeeping or have had work experience with full-cycle bookkeeping responsibilities should substitute an approved business elective and start the accounting series with BA 211.

## Business Related Course Requirements:

\*CAS 121 Beginning Keyboarding 3 \_\_\_\_\_

CAS 170 Beginning Excel: WIN 3 \_\_\_\_\_

CAS 216 Beginning Word: WIN 3 \_\_\_\_\_

EC 200 Economics: Institutions 4 \_\_\_\_\_

SP 111 Public Speaking 4 \_\_\_\_\_

\*Students who touch type should substitute an approved business elective

## Choose one of the following:

BA 280A CE: Business Exp. 3 \_\_\_\_\_

### AND

BA 280B CE: Seminar 1 \_\_\_\_\_

CAS 111D Beg. Dreamweaver 3 \_\_\_\_\_

CAS 111F Beg. Front Page 3 \_\_\_\_\_

CAS 140 Beg. Access 3 \_\_\_\_\_

CAS 171 Interm. Excel 3 \_\_\_\_\_

CAS 231 Publisher 3 \_\_\_\_\_

**Total Credit Hours = 91**

## Additional Information

TBCC will offer the coursework for this degree, but students wishing to complete this program in a 2-year period will need to take courses from PCC.