

# MKT

**TERRY CAMPUS**

**DEPARTMENT: Business Administration**

**PROGRAM REQUIREMENTS SHEET**

**NAME:** \_\_\_\_\_

**SSN:** \_\_\_\_\_

**RDG 120, Critical Reading and Thinking, will be a required course unless the student attains a specific minimum score on the College Placement Test.**

**Curriculum: Marketing Degree  
Fall 2009-51**

**BSSAASMKT**

COURSE NUMBER AND TITLE	C L	L	CR	Semesters Offered	Semester Completed	G R A D E	MINIMUM PREREQUISITES
<b>FIRST SEMESTER</b>							
RDG 120 Critical Reading & Thinking	3	0	3	Fall/Spg/Sum			ENG 051, RDG 051
ACC 101 Accounting I	3	2	4	Fall/Spg/Sum			MAT 015, RDG 051
ENG 121 Composition	3	0	3	Fall/Spg/Sum			ENG 051, RDG 051, ESL 100
BUS 101 Introduction to Business	3	0	3	Fall/Spg/Sum			RDG051
ECO 111 Macroeconomics	3	0	3	Fall/Spg/Sum			ENG 051, MAT 012, RDG 051
MAT 153 College Math & Statistics	4	0	4	Fall/Spg/Sum			MAT 015
<b>TOTAL</b>			<b>17</b>				
<b>SECOND SEMESTER</b>							
ACC 112 Accounting II	3	2	4	Fall/Spg/Sum			ACC 101, MAT 153
ENG 122 Tech. Writing & Comm.	3	0	3	Fall/Spg/Sum			ENG 121, RDG 120
ECO 122 Microeconomics	3	0	3	Fall/Spg/Sum			ENG 051, MAT 012, RDG 051
MKT 212 Principles of Mkt.	3	0	3	Fall/Spg/Sum			BUS 101, ECO 111, ENG 121, MAT 153
MAT 255 Business Statistics I	3	1	3	Fall/Spg/Sum			MAT 153
<b>TOTAL</b>			<b>16</b>				
<b>THIRD SEMESTER</b>							
ACC 213 Managerial Accounting	3	1	3	Fall			ACC 112, ENG 121
CIS 107 Introduction to Computers	2	2	3	Fall/Spg/Sum			RDG 051,ENG 051
ENG 124 Oral Communication	3	0	3	Fall/Spring			ENG 121 or ENG 125, RDG 120
MKT 215 Consumer Behavior	3	0	3	Fall			MKT 212
MKT 219 Sales & Sales Management	3	0	3	Fall/Spg/Sum			BUS 101
OAT 242 Desktop Publishing	3	2	4	Fall/Spg/Sum			
<b>TOTAL</b>			<b>19</b>				
<b>FOURTH SEMESTER</b>							
BUS 203 Business Law	4	0	4	Fall/Spg/Sum			BUS 101, ENG 121
SOC 215 Business Ethics	3	0	3	Fall/Spring			BUS 101, ENG 121
MKT 214 Advertising	3	0	3	Spring			MKT 212
MKT 217 E-Marketing Fundamentals	3	0	3	Spring			MKT 212
MKT 216 Retailing	3	0	3	Spring			MKT 212
<b>TOTAL</b>			<b>16</b>				
<b>GRAND TOTAL</b>			<b>68</b>				

**Signatures: Student** \_\_\_\_\_ **Counselor/** \_\_\_\_\_  
**Advisor** \_\_\_\_\_

**Date** \_\_\_\_\_  
**Date** \_\_\_\_\_

**Advisory Statement**

**Program Complete at Delaware Technical & Community College**

I am aware that Delaware Technical & Community College is an open admissions institution with degree, diploma, and certificate programs that require participation in courses, internships, practicums and clinical assignments. These activities may require one or more medical and/or background screenings as a condition of enrollment. The admissions requirements for courses and/or program activities may include but not be limited to

- immunizations and physical examinations,
- criminal history checks that may include a review of the adult abuse and child protection registries,
- drug screenings,
- and other licensing requirements

As a student, I further understand that I may be responsible for all arrangements and costs associated with these requirements. It is my responsibility to inquire about conditions and acceptance into courses and programs that may have special requirements. I am aware that I may seek the assistance of my counselor or technical advisor in identifying conditions of enrollment in all programs and courses at Delaware Tech.

**Employment after Delaware Technical & Community College**

I am also aware that conditions of employment are established by potential employers and not by Delaware Technical & Community College and such conditions of employment may include or exceed any or all of the above requirements.

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Signature

Date