

STANTON/WILMINGTON CAMPUS

DEPARTMENT: Business Technologies

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 (BSSAASMKT)

Effective: 2010-51

COURSE NUMBER AND TITLE	C L	L	CR	Semesters Offered by Course Type	Semester Compl'd	G R A D E	MINIMUM PREREQUISITES
<b>FIRST SEMESTER</b>							
RDG 120 College Reading	3	0	3	F/Sp/S			ENG 051, RDG 051
ACC 101 Accounting I	3	2	4	F/Sp/S (class)			MAT 015, RDG 051
ENG 121 Composition	3	0	3	F/Sp/S			ENG 051, RDG 051, ESL 100
BUS 101 Introduction to Business	3	0	3	F/Sp/S (class & OL)			RDG051
ECO 111 Macroeconomics	3	0	3	F/Sp/S			ENG 051, MAT 012, RDG 051
MAT 153 College Math & Statistics	4	0	4	F/Sp/S			MAT 015
<b>TOTAL</b>			<b>17</b>				
<b>SECOND SEMESTER</b>							
ACC 112 Accounting II	3	2	4	Fall/Sp/Sum			ACC 101, MAT 153
ENG 122 Tech. Writing & Comm.	3	0	3	F/Sp/S			ENG 121, RDG 120
ECO 122 Microeconomics	3	0	3	F/Sp/S			ENG 051, MAT 012, RDG 051
MKT 212 Principles of Marketing	3	0	3	F/Sp(class) F/Sp/S(OL)			BUS 101, ECO 111, ENG 121, MAT 153
MAT 255 Business Statistics I	3	1	3	F/Sp/S			MAT 153
<b>TOTAL</b>			<b>16</b>				
<b>THIRD SEMESTER</b>							
ACC 213 Managerial Accounting	3	1	3	F (class)			ACC 112, ENG 121
CIS 107 Introduction to Computers	2	2	3	F/Sp/S			ENG 051, MAT 015, RDG 051
ENG 124 Oral Communication	3	0	3	F/Sp/S			ENG 121 or ENG 125, RDG 120
or ENG 160 Bus. Commun (Stanton)	3	0	3	Sp (class)			ENG 121, RDG 120
MKT 215 Consumer Behavior	3	0	3	F (class) F(OL)			MKT 212
MKT 219 Sales & Sales Management	3	0	3	F(class) ,F/Sp (OL)			BUS 101
OAT 242 Desktop Publishing	3	2	4	F/Sp (OL)			
<b>TOTAL</b>			<b>19</b>				
<b>FOURTH SEMESTER</b>							
BUS 203 Business Law	4	0	4	Sp(class) F/Sp/S(OL)			BUS 101, ENG 121
SOC 215 Business Ethics	3	0	3	Sp (class) Sp/S (OL)			BUS 101, ENG 121
MKT 214 Advertising	3	0	3	Sp (class)			MKT 212
MKT 217 E-Marketing Fundamentals	3	0	3	Sp (OL)			MKT 212
MKT 216 Retailing	3	0	3	Sp (class)			MKT 212
<b>TOTAL</b>			<b>16</b>				
<b>GRAND TOTAL</b>			<b>68</b>				

OL = Online Course Offered      F = Fall   Sp = Spring   S = Summer Semester  
Class = Traditional On-campus course      Revised 04/13/2009