

Degree Pathway

A.A.S. Degree in Management, Marketing Concentration - Catalog Year 2024-25

The number of credits you take each year will determine when you graduate. To graduate on time, you are strongly encouraged to enroll in at least 30 credits toward your degree during the calendar year, including fall and spring semesters and winter and summer sessions. This Degree Pathway is designed for students who place into **MA-321**. An additional Degree pathway is available for students who must complete developmental math or English. Please see the degree website or your advisor for more information.

Courses in **Bold Text** are prerequisites for later courses or are only offered in the Fall or Spring term and should be taken where indicated in the sequence.

Fall Semester #1

Courses	Credits	Prerequisites and Corequisites ¹
ENGL-101 English Composition I (Required Core 1A – English Composition)	3	Prerequisite: Complete developmental requirements in English
MA-321 Mathematics in Contemporary Society (Required Core 1B – Mathematics and Quantitative Reasoning)	3	Prerequisite: Complete developmental requirements in Math
BU-201 Business Organization and Management	3	None
CIS-101 Introduction to Computers and Applications	3	None
SP-211 Speech Communication (Flexible Core 2B)	3	None
Total credits for the term	15	

Spring Semester #1

Courses	Credits	Prerequisites and Corequisites ¹
ENGL-102 English Composition II (Required Core 1A: English Composition)	3	Prerequisite: ENGL-101 or placement
BU-101 Principles of Accounting I	4	None
BU-203 Principles of Statistics	3	Prerequisite: MA 114, MA-119, or MA-321
BU-401 Elements of Marketing	3	Prerequisite: BU-201
Social Science or History elective Choose one course from Flexible Core 2A, 2B, 2D or 2E	3	Check individual courses for prerequisites and corequisites
Total credits for the term	16	

Fall Semester #2

Courses	Credits	Prerequisites and Corequisites ¹
BU-301 Business Law	3	Prerequisite: Complete developmental requirements in English
BU-404 Integrated Marketing Communications	3	Prerequisite: BU-401 or SOCY-275
BU-408 Digital Marketing	3	Prerequisite: BU-401
ECON-101 Introduction to Macroeconomics OR ECON-102 Introduction to Microeconomics (Flexible Core 2D: Individual and Society)	3	Pre/corequisite: Complete developmental requirements in English or co-enroll in ENGL-101
One course from Required Core 1C: Life & Physical Sciences	3-4	Check individual courses for prerequisites and corequisites
Science Laboratory course ²	0-1	Corequisite: 3-credit Science course in Required Core 1C
Total credits for the term	16	

Spring Semester #2

Courses	Credits	Prerequisites and Corequisites ¹
BU-402 Marketing Research	3	Prerequisite: BU-401
BU-701 Principles of Finance	3	Prerequisite: ECON-101 or ECON-102
CIS-210 Marketing Analytics	3	Prerequisite: BU-401
Business or CIS electives – take any BU or CIS course not included in the degree program requirements	2-3	Check individual courses for prerequisites and corequisites
Select one from HE-101 Personal Health and Wellness OR HE-102 Health and Society OR PE-400, PE-500, or DAN-100 series	1-2	Check individual courses for prerequisites and corequisites
Total credits for the term	13	
Total credits required for A.A.S. in Management, Marketing Concentration	60	

Notes:

1. Prerequisites for a course must be passed before taking the course. Corequisites must be passed before taking the course or taken along with the course.
2. This course is not required for students who take a 4-credit STEM variant course in Required Core 1C.

All students must complete two (2) WI designated classes to fulfill degree requirements.