

Business Administration Careers – Marketing

Associate in Science Degree

2017-2018

Recommended Course Sequence (Based on Full-time Enrollment)

Year 1: Semester 1

Course	Course Title	Credits
ACCT 105	Principles of Financial Accounting	4
BUSN 110	Introduction to Business	3
BUSN 201	Business Law I	3
ENGL 101	English Composition I	3
	Math elective	3
		16

Year 1: Semester 2

ACCT 106 or	Principles of Financial Accounting	4
107	II or Managerial Accounting	4
ACCT 302	Computerized Business	3
	Applications	3
BUSN 120	Principles of Marketing	3
ENGL 102	English Composition II	3
LA	Liberal Arts elective	3
		16

Year 2: Semester 1

BUSN 123	Advertising	3
ECON 201	Principles of Economics I	3
BU	Business elective	3
LA	Liberal Arts elective	3
SC	Science elective	3
		15

Year 2: Semester 2

BUSN 113	Managerial Communications	3
BUSN 122	Sales	3
BUSN 124	Retailing	3
BUSN 301	Organizational Behavior	3
	General elective	3
		15

Program Notes

Math Elective

MATH 121 Topics of Math I or higher, excluding MATH 127, 128, 141, and 142

Other Electives

Students choosing a business, liberal arts, science, or general elective can select from the **Course Elective Guide** on page 2.

Prerequisites

Some courses may have prerequisites. Please see course descriptions in the catalog or online course search for details.

Developmental Courses

Developmental courses do not satisfy graduation requirements, but they are required for those who place into them and will appear on the student's transcript. Placement into one of the following courses indicates that a student needs additional preparation before enrolling in college-level courses: ENGL 091 Preparing for College Reading I, ENGL 092 Preparing for College Reading II, ENGL 095 Reading and Writing Seminar, ENGL 099 Introductory Writing, MATH 001-003 Prep College Math I-III, MATH 010 Fundamentals of Mathematics, MATH 101 Introductory Algebra, and MATH 112 Intermediate Algebra.

A minimum of 62 credits and 20 courses is required for completion. The same course may not be used to satisfy two different course requirements.



Libera	l Arts (LA)	<u>Humanities</u> (HU)	Social Science (SS)	Fine Arts (FA)
Anthropology Art Biology Chemistry Dance Earth Science Economics English* ESL Film Geography Government History	Journalism Math* Media Modern Language Music Philosophy Physics Psychology Religion Sociology Speech Theater Travel Geography	Art Dance English ESL Film Journalism Modern Language Media Music Philosophy Speech Theater	Anthropology Economics Geography Government History Psychology Religion Sociology	Art Dance Media Music Speech Theater
Modern Languages (ML)		Science (SC)	<u>Lab Science</u> (LS)	
American Sign Language Arabic Cape Verdean French Portuguese Spanish		3-credit requirement Biology Chemistry Earth Science Physics	4-credit requirement Biology Chemistry Earth Science Physics	

Interdisciplinary courses may have one or more attribute:

Brockton as Text Honors: HU, LA, SS

Internship and Seminar: attributes will depend on focus of course

Liberal Arts Seminar: HU, LA, SS

Street Law: LA, SS

General electives can be of any of the subjects listed above and/or any three credits from the following

subjects:

Academic Freshman Program Criminal Justice Human Services

Accounting Culinary Arts HVAC

Architecture Diesel Physical Education

Business Education Security

Child Care Education Engineering Telecommunications

CTIM Fire Science

^{*} English and Math developmental courses do not carry any attributes and cannot be used toward electives.