

Business Administration Careers - Marketing

Associate in Science


This academic map is a suggested semester-by-semester guide to keep you on a clear pathway to program completion. Your academic advisor will provide you with clear direction needed to stay on course and discuss scheduling options with you. Taking courses not reflected on this map may result in courses not counting toward the completion of your requirements.

Semester 1		Credits
ACCT 108	Computerized Business Applications	3 <input type="checkbox"/>
BUSN 110	Introduction to Business	3 <input type="checkbox"/>
ECON 201	Principles of Economics	3 <input type="checkbox"/>
ENGL 101	English Composition I	3 <input type="checkbox"/>
MATH ---	Math Elective	3 <input type="checkbox"/>


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Semester 2		Credits
ACCT 104	Fundamentals of Financial Reporting	4 <input type="checkbox"/>
BUSN 120	Principles of Marketing	3 <input type="checkbox"/>
BUSN 170	Business Communication	3 <input type="checkbox"/>
ENGL 102	English Composition II	3 <input type="checkbox"/>
LA ---	Liberal Arts Elective	3 <input type="checkbox"/>

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Semester 3		Credits
BUSN 123	Advertising 	3 <input type="checkbox"/>
ACCT 107	Principles of Managerial Accounting	4 <input type="checkbox"/>
BUSN 112	Principles of Management	3 <input type="checkbox"/>
BUSN 201	Business Law I	3 <input type="checkbox"/>
SC ---	Science Elective	3 <input type="checkbox"/>

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Semester 4		Credits
BUSN 122	Sales 	3 <input type="checkbox"/>
BUSN 124	Retailing	3 <input type="checkbox"/>
BUSN ---	Business Elective	3 <input type="checkbox"/>
LA ---	Liberal Arts Elective	3 <input type="checkbox"/>
	General Elective	3 <input type="checkbox"/>

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About 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 060	Math Literacy	MATH 011	Introductory Algebra
MATH 012	Intermediate Algebra		

Route to Success

Summer and/or Winter Session classes may be available for your program to help you finish on time. See your advisor and/or visit the online course search for availability.

Ready to Go

Courses have no prerequisites or developmental courses.



Semester-specific Course Offerings

Courses are not offered all semesters.

Minimum Grade Requirement

Students must earn a minimum grade to remain in the program.



Electives

For details on eligible electives, please see reverse.



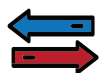
Taking **15 credits/semester** or **30 credits/year** will help you stay on track to finish your degree in two years.



CONGRATULATIONS
You've Arrived!

Program Notes

This program prepares students for entry-level sales and marketing positions, such as marketing assistant/coordinator, sales associate, and customer service representative.



Math Elective: MATH 152 Topics in Math I or higher

Other Electives: Students choosing a business, liberal arts, science, or general elective can select from the Course Elective Guide at massasoit.edu/electives.

Some courses may have prerequisites, which are courses that **must** be taken prior to a particular course. For details, log into DegreeWorks through your MyMassasoit portal.

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.

After Graduation/Completion

Create a LinkedIn profile and begin building your professional network.

Visit Career Services (Student Center, Brockton Campus) for assistance in writing your resume and conducting a job search.

Consider joining and/or visiting sites of professional organization such as:

Hospitality Sales and Marketing Association International: www.hsmi.org

American Marketing Association: www.ama.org

to keep up to date with industry jobs, innovations, market research, and more.

Attend conferences focused on your specific interests.

Visit www.careergps.mass.edu for more information about employment opportunities in your field of study.

Resources for Academic Success at Massasoit

All College phone numbers are 508-588-9100 + extension.

Registrar's Office

massasoit.edu/registrar
registrar@massasoit.mass.edu

Brockton	A240, Upper Level	x1949
Canton	Enrollment Center	x2677
Middleborough	Main Office	x4002

Testing & Assessment

massasoit.edu/testing
 x1991

Financial Aid

massasoit.edu/finaid
fao@massasoit.mass.edu

Brockton	A131A, Lower Level	x1479
Canton	Enrollment Center	x2008

Advisement & Counseling Center

massasoit.edu/advisement-counseling
advisementcounseling@massasoit.edu

Brockton	Student Center, Lower Level	x1461
Canton	First Floor, C120	x2677
Middleborough	Main Office	x4002

Academic Resource Center

massasoit.edu/arc

Brockton	Student Center, Lower Level	x1801
Canton	First Floor, C126	x2516
Middleborough	Main Office	x4002

Division Dean

Donna Wright
dwright10@massasoit.mass.edu
 x1677

Resources for Future Planning

Transfer Services

massasoit.edu/transfer
 x1461

Career Services

massasoit.edu/careerservices
 x1406

BROCKTON

1 Massasoit Boulevard
 Brockton, MA 02302

CANTON

900 Randolph Street
 Canton, MA 02021

MIDDLEBOROUGH

49 Union Street
 Middleborough, MA 02346

508-588-9100
massasoit.edu