

Business Administration Careers - Marketing


Associate in Science

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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This academic map is a suggested semester-by-semester guide to keep you on a clear path 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.

About Developmental Courses

Developmental courses do not satisfy graduation requirements, but are required for those who place into them and will appear on a 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	Preparing for College Math I-III
MATH 010	Fundamentals of Mathematics
MATH 011	Introductory Algebra
MATH 012	Intermediate Algebra
MATH 060	Math Literacy
MATH 061	Non-algebra Support
MATH 065	Integrated Preparation for College Algebra

KEY

Keep an eye out for these symbols, which give important information about certain courses.



These courses have no prerequisites or developmental courses required.



These courses are only offered in certain semesters.



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



Eligible electives for this program are listed on the reverse. Watch for this symbol.

HELPFUL HINTS



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



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.

Consider integrating your academic learning with work experience by pursuing a for-credit internship. For more information about internship opportunities, please visit massasoit.edu/internships.



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.

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

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

Student Central

Admissions, financial aid, registration & payments

massasoit.edu/studentcentral
studentcentral@massasoit.mass.edu

Brockton: Student Center, Upper Level

Canton: First Floor, C121

Middleborough: Room 104

Admissions: x1411 Financial Aid: x1479

Registrar: x1949 Student Accounts: x1507

Testing & Assessment

massasoit.edu/testing

Brockton: Student Center, Lower Level | x1991

Advising, Career & Transfer Center

massasoit.edu/act-center
act@massasoit.edu

Brockton: Student Center, Lower Level | x1461

Canton: First Floor, C126 | x2516

Middleborough: x4003

Academic Resource Center

Tutoring & academic support services

massasoit.edu/arc

Brockton: Student Center, Lower Level | x1801

Canton: First Floor, C126 | x2516

Middleborough: x4005

Access & Disability Resources

massasoit.edu/adr | x1807

Division Dean

Dr. Michael Roggow

mroggow@massasoit.mass.edu

x1677

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