

2024-25 ACADEMIC PROGRAMS

MARKETING (APMKTD)

Associate in Applied Science

Description

The Associate in Marketing degree offers a practical and theoretical background in daily marketing operations, spanning the major fields of practice in marketing. Students will gain knowledge and skills necessary to enter or advance in marketing with a focus on marketing management, digital marketing, and marketing communications.

Course Requirements

First Semester

Class	Title	Minimum Credits
BMG 205	Creating the Customer Experience	3
BMG 230	Principles of Management	3
BMG 250	Principles of Marketing	3
Elective	Writing Elective(s)	3
Elective	Math Elective(s)	3
Total		15

Second Semester

Class	Title	Minimum Credits
BMG 111	Business Law I	3
BMG 155	Business on the Internet	3
BMG 206	Retail Principles and Practices	3
Elective	Speech/Comp. Elective(s)	3
Elective	Nat. Sci. Elective(s)	3
Total		15

Third Semester

Class	Title	Minimum Credits
BMG 140	Introduction to Business	3
BMG 160	Principles of Sales	3
BMG 212	Consumer Buying Behavior	3
Elective	Soc. Sci. Elective(s)	3
Elective	Arts/Human. Elective(s)	3
Total		15

Fourth Semester

Class	Title	Minimum Credits
BMG 181	Introduction to Supply Chain Management	3
BMG 207	Business Communication	3
Elective	Open elective(s) to reach a minimum of 60 total credits.	9
Total		15

Total Credits Required: 60

Accurate as of 05/03/2024 Information is subject to change without notice.