

# AAS in Marketing

The Associate of Applied Science is a two-year degree for students who intend to seek immediate employment upon graduation. Career areas may include: Administrative Assistant, Office Manager, Lead Clerk, Credit and Collection Manager, Assistant Personnel Manager, Sales Manager, Warehouse Manager. Also, Wholesale and Retail Sales, Buyer, Service Manager, Route Supervisor, Assistant Purchasing Agent, Insurance Agent, Media Specialist, and Real Estate Salesperson.

## PREREQUISITES

You will need to demonstrate proficiencies in reading, English, and mathematics based on the COMPASS assessment test, ACT or SAT scores, or by taking the recommended/required classes. Some of the courses in this curriculum have specific prerequisites. Prerequisites can be found on the reverse side (Guide to Completing Program Requirements) or in the college catalog.

## GENERAL EDUCATION (GE) COURSES

In order to graduate with a college degree, all students are required to take certain general education courses. Core general education courses include English Composition I, Interpersonal Communications or Speech, American Government, Humanities Elective, Computer Applications, College Orientation, and Lifetime Fitness.

## PROGRAM CORE COURSES

Students should complete courses from the following list: MGMK 101 Introduction to Business, ACCT 108 College Accounting, CSIS 100 Microcomputer Business Applications, MGMK 132 Principle of Salesmanship, and MGMK 132 Marketing are core requirements for this degree.

## PROGRAM ELECTIVE COURSES

Program electives should be discussed with your faculty advisor and may be selected to fit your specific goals and requirements. Choose from the following list: MGMK 135 Human Relations & Supervision, BUSO 118 Business Communications, ACCT Financial Accounting, MGMK 105 Small Business Management, ACCT 202 Managerial Accounting, Econ 201 Economics, or other approved electives.

## COURSE SEQUENCE

The listing that follows is a suggested sequence of courses for full-time students majoring in Marketing. Consult your advisor for information specific to your academic situation.

## Associate of Applied Science

### RECOMMENDED SEQUENCE OF COURSES

#### (Fall) Semester I

MGMK 101	Introduction to Business	3
MGMK 132	Principles of Salesmanship	3
CSIS 100	Microcomputer Business Applications	3
ACCT 108	College Accounting	3
COMM 207	Fundamentals of Speech	
PSYC 100	College Orientation	1
	<b>Total -</b>	<b>16</b>

#### (Spring) Semester II

MGMK 135	Human Relations and Supervision	3
BUSO 118	Business Communications	3
ACCT 201	Financial Accounting	3
CSIS 101	Introduction to the Internet	1
COMM 213	Interpersonal Communications	3
	Approved Electives	3
	<b>Total-</b>	<b>16</b>

#### (Fall) Semester III

MGMK 136	Marketing	3
MGMK 138	Marketing Education Field Study	2
CSIS 101	Power Point	1
ENGL 101	English Composition I	3
HPER 150	Lifetime Fitness	1
PSYC 155	General Psychology	3
	Approved Electives	3
	<b>Total-</b>	<b>16</b>

#### (Spring) Semester IV

MGMK 105	Small Business Management	3
ACCT 202	Managerial Accounting	3
ECON 201	Economics (Macro)	3
SOSC 101	American Government	3
CSIS 101	Web Page Design	1
	Approved Electives	3
	<b>Total-</b>	<b>16</b>

**Total Program Credits 64**

For more information contact:

Program advisor  
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## Neosho County Community College

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