Academic Plan: Associate of Applied Science – Business – Marketing

# Catalog Year: 2020/2021

# Total Credits: 60

The 39 degree in Business Administration is designed to provide students with the skills needed in diverse public and private organizations. The program provides the business, management and marketing skills necessary for success in entry-level positions requiring foundations of greater responsibility, authority and leadership. Students who complete the program will be viewed by potential employers as having a broad-based education necessary for today’s team-oriented and globally-competitive environment.

The Business Administration program prepares students for careers in business, as well as providing students with instructional resources for the purpose of ongoing enhancement of skills. This program may transfer to other Colleges or universities and apply toward a bachelor’s degree. Contact the ACC Advising Office or a Faculty Advisor in Business Administration for details.

# General Education Courses

* BUS 226 - Business Statistics (3 Credits; Available all semesters)
* CIS 118 - Intro to PC Applications (3 Credits; Available all semesters)
* COM 115 - Public Speaking\* (3 Credits; Available all semesters)
* ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics\* (3 Credits; Available all semesters)
* ENG 121 - English Composition I: GT-CO1\* (3 Credits; Available all semesters)

# Major Courses

* ACC 121 - Accounting Principles I (4 Credits; Available all semesters)
* BUS 115 - Introduction to Business (3 Credits; Available all semesters)
* BUS 216 - Legal Environment of Business (3 Credits; Available all semesters)
* BUS 217 - Business Communication & Report Writing (3 Credits; Available all semesters)
* BUS 289 - Capstone (2 Credits; Available Fall and Spring semesters)
* FIN 101 - Introduction to Finance\* (3 Credits; Available all semesters)
* MAN 128 - Human Relations in Organizations (3 Credits; Available all semesters)
* MAN 224 - Leadership (3 Credits; Available all semesters)
* MAN 226 - Principles of Management (3 Credits; Available all semesters)
* MAR 106 - Marketing Your Image (3 Credits; Available Fall and Spring semesters)
* MAR 160 - Customer Service (3 Credits; Available Fall and Spring semesters)
* MAR 216 - Principles of Marketing (3 Credits; Available all semesters)

# Concentration Courses

* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits; Available all semesters)
* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits; Available all semesters)
* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits; Available all semesters)

# Pre-Requisites, Co-Requisites, and Recommendations (grade C or better required)

Where requirements are listed as course categories (e.g. Electives, Arts/Humanities) rather than as specific courses,

please note that depending upon course choice, pre-requisites may be required.

* BUS 289 - Capstone
  + Requirement: Contact Instructor for permission to register
* CIS 118 - Intro to PC Applications
  + Requirement: Students must have Windows file management skills to create file folders, rename files, delete files, copy and move files
* ENG 121 - English Composition I: GT-CO1\*
  + Co-Requisite: CCR 094 - Studio 121

**Program Outcomes**

* Demonstrate the ability to write properly structured and organized business documents.
* Examine a business problem and design a course of action.
* Demonstrate concepts and language of business.
* Develop the appropriate marketing mix to capitalize on a marketing opportunity.

**Notes**

* \*This course requires college level readiness as measured by Accuplacer, ACT, or SAT scores; approved high school course work that is less than five years old; or successful completion of appropriate college-readiness course.
* AAA 101 – College 101: Student Experience is required for all new college students seeking degrees or transfer.
* Course availability is subject to change.
* In order to meet program requirements, students registered for ENG 121 or ENG 131 must also register for CCR 094 unless they can demonstrate otherwise meeting the CCR 094 standard through assessment testing, prior college coursework, or recent High School coursework. See an Advisor for details.
* Recommended courses may be listed above for certain electives; consult with the Academic Advising Office (advising@arapahoe.edu or 303.797.5664) for additional elective recommendations.
* Refer to 20/21 catalog for specific requirements and important information about this degree.

**Graduation Requirements**

* To graduate, students must apply for graduation [here](http://www.arapahoe.edu/departments-and-programs/graduation) by the deadline and meet all degree requirements.

# RECOMMENDED COURSE SEQUENCE FULL-TIME TRACK

## Year 1: Fall

* BUS 115 - Introduction to Business (3 Credits)
* CIS 118 - Intro to PC Applications (3 Credits)
* COM 115 - Public Speaking (3 Credits)
* ENG 121 - English Composition I: GT-CO1 (3 Credits)
* MAN 128 - Human Relations in Organizations (3 Credits)

## Year 1: Spring

* BUS 217 - Business Communication & Report Writing (3 Credits)
* ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics (3 Credits)
* FIN 101 - Introduction to Finance (3 Credits)
* MAR 160 - Customer Service (3 Credits)
* MAR 216 - Principles of Marketing (3 Credits)

## Year 2: Fall

* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits)
  + BUS 288 - Business Practicum
  + MAR 111 - Principles of Sales
  + MAR 117 - Principles of Retailing
  + MAR 155 - Social Media for Marketing in Business
  + MAR 220 - Principles of Advertising
* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits)
  + BUS 288 - Business Practicum
  + MAR 111 - Principles of Sales
  + MAR 117 - Principles of Retailing
  + MAR 155 - Social Media for Marketing in Business
  + MAR 220 - Principles of Advertising
* BUS 216 - Legal Environment of Business (3 Credits)
* BUS 226 - Business Statistics (3 Credits)
* MAN 226 - Principles of Management (3 Credits)

## Year 2: Spring

* ACC 121 - Accounting Principles I (4 Credits)
* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits)
  + BUS 288 - Business Practicum
  + MAR 111 - Principles of Sales
  + MAR 117 - Principles of Retailing
  + MAR 155 - Social Media for Marketing in Business
  + MAR 220 - Principles of Advertising
* BUS 289 - Capstone (2 Credits)
* MAN 224 - Leadership (3 Credits)
* MAR 106 - Marketing Your Image (3 Credits)

# RECOMMENDED COURSE SEQUENCE PART-TIME TRACK

## Year 1: Fall

* BUS 115 - Introduction to Business (3 Credits)
* CIS 118 - Intro to PC Applications (3 Credits)
* ENG 121 - English Composition I: GT-CO1 (3 Credits)

## Year 1: Spring

* BUS 217 - Business Communication & Report Writing (3 Credits)
* FIN 101 - Introduction to Finance (3 Credits)
* MAR 160 - Customer Service (3 Credits)

## Year 1: Summer

* BUS 226 - Business Statistics (3 Credits)
* MAN 128 - Human Relations in Organizations (3 Credits)

## Year 2: Fall

* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits)
  + BUS 288 - Business Practicum
  + MAR 111 - Principles of Sales
  + MAR 117 - Principles of Retailing
  + MAR 155 - Social Media for Marketing in Business
  + MAR 220 - Principles of Advertising
* COM 115 - Public Speaking (3 Credits)
* MAR 106 - Marketing Your Image (3 Credits)

## Year 2: Spring

* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits)
  + BUS 288 - Business Practicum
  + MAR 111 - Principles of Sales
  + MAR 117 - Principles of Retailing
  + MAR 155 - Social Media for Marketing in Business
  + MAR 220 - Principles of Advertising
* ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics (3 Credits)
* MAR 216 - Principles of Marketing (3 Credits)

## Year 2: Summer

* BUS 216 - Legal Environment of Business (3 Credits)
* MAN 226 - Principles of Management (3 Credits)

## Year 3: Fall

* Any Course with MAR Prefix or BUS 288 - Business Practicum (3 Credits)
  + BUS 288 - Business Practicum
  + MAR 111 - Principles of Sales
  + MAR 117 - Principles of Retailing
  + MAR 155 - Social Media for Marketing in Business
  + MAR 220 - Principles of Advertising
* MAN 224 - Leadership (3 Credits)

## Year 3: Spring

* ACC 121 - Accounting Principles (4 Credits)
* BUS 289 - Capstone (2 Credits)