Academic Plan - Associate of Applied Science Business - Marketing

**Catalog Year: 2019/2020**

**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

3 Credits, BUS 226 - Business Statistics, available fall spring summer

3 Credits, CIS 118 - Intro to PC Applications, available fall spring summer

3 Credits, COM 115 - Public Speaking\*, available fall spring summer

3 Credits, ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics\*, available fall spring summer

3 Credits, ENG 121 - English Composition I: GT-CO1\*, available fall spring summer

# Major Courses

2 Credits, BUS 289 - Capstone, available fall spring

3 Credits, BUS 115 - Introduction to Business, available fall spring summer

3 Credits, BUS 216 - Legal Environment of Business, available fall spring summer

3 Credits, BUS 217 - Business Communication & Report Writing, available fall spring summer

3 Credits, FIN 101 - Introduction to Finance\*, available fall spring

3 Credits, MAN 128 - Human Relations in Organizations, available fall spring summer

3 Credits, MAN 224 - Leadership, available fall spring summer

3 Credits, MAN 226 - Principles of Management, available fall spring summer

3 Credits, MAR 106 - Marketing Your Image, available fall spring

3 Credits, MAR 160 - Customer Service, available fall spring

3 Credits, MAR 216 - Principles of Marketing, available fall spring summer

4 Credits, ACC 121 - Accounting Principles I, available fall spring summer

# Concentration Courses

3 Credits, Any Course with MAR Prefix or BUS 288, available fall spring summer

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# Pre-Requisites, Co-Requisites, and Recommendations

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

# 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

Course availability is subject to change.

Refer to 19/20 catalog for specific requirements and important information about this degree.

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.

\*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.

# Graduation Requirements

To graduate, students must apply for graduation (form available at www.arapahoe.edu/departments-and-programs/graduation) by the deadline and meet all degree requirements.

# RECOMMENDED COURSE SEQUENCE FULL-TIME TRACK

## Year 1: Fall

3 Credits, 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

## Year 1: Spring

3 Credits, 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

## Year 2: Fall

3 Credits, Any Course with MAR Prefix or BUS 288

3 Credits, Any Course with MAR Prefix or BUS 288

3 Credits, BUS 216 - Legal Environment of Business

3 Credits, BUS 226 - Business Statistics

3 Credits, MAN 226 - Principles of Management

## Year 2: Spring

4 Credits, ACC 121 - Accounting Principles I

3 Credits, Any Course with MAR Prefix or BUS 288

2 Credits, BUS 289 - Capstone

3 Credits, MAN 224 - Leadership

3 Credits, MAR 106 - Marketing Your Image

# RECOMMENDED COURSE SEQUENCE PART-TIME TRACK

## Year 1: Fall

3 Credits, BUS 115 - Introduction to Business

3 Credits, CIS 118 - Intro to PC Applications

3 Credits, ENG 121 - English Composition I: GT-CO1

## Year 1: Spring

3 Credits, BUS 217 - Business Communication & Report Writing

3 Credits, FIN 101 - Introduction to Finance

3 Credits, MAR 160 - Customer Service

## Year 1: Summer

3 Credits, Any Course with MAR Prefix or BUS 288

3 Credits, BUS 226 - Business Statistics

## Year 2: Fall

3 Credits, Any Course with MAR Prefix or BUS 288

3 Credits, COM 115 - Public Speaking

3 Credits, MAN 128 - Human Relations in Organizations

## Year 2: Spring

3 Credits, Any Course with MAR Prefix or BUS 288

3 Credits, ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics

3 Credits, MAR 216 - Principles of Marketing

## Year 2: Summer

3 Credits, BUS 216 - Legal Environment of Business

3 Credits, MAN 226 - Principles of Management

## Year 3: Fall

3 Credits, MAN 224 - Leadership

3 Credits, MAR 106 - Marketing Your Image

## Year 3: Spring

4 Credits, ACC 121 - Accounting Principles I

2 Credits, BUS 289 - Capstone