



MARKETING*
Degree Program

Career Curriculum 00MKT0012 Associate in Applied Science Minimum Hrs. 64 Major Code: 1.2 521804C

FIRST YEAR – FALL SEMESTER

Dept. No.		Hrs.	Gr.
BUS 138	Employment Strategy	1	___
ENG 101	English Composition I ¹	3	___
MAT 113	Introduction to Contemporary Mathematics OR BUS 111 Business Mathematics ²	3	___
MKT 113	Principles of Marketing I	3	___
MKT 130	Sales I	3	___
	Business Elective ³	3	___
		<u>16</u>	

FIRST YEAR – SPRING SEMESTER

Dept. No.		Hrs.	Gr.
ACC 100	Business Accounting	3	___
BUS 110	Introduction to Business	3	___
MGT 112	Principles of Management	3	___
PHL 111	Ethics and Moral Problems	3	___
PSY 132	General Psychology	3	___
SPE 115	Speech	3	___
		<u>18</u>	

SECOND YEAR – FALL SEMESTER

Dept. No.		Hrs.	Gr.
BUS 222	Legal and Social Environment of Business	3	___
BUS 235	Business Correspondence	3	___
CIS 207	Computer Applications	3	___
ECO 202	Introduction to Microeconomics	3	___
FIN 229	Financial Entrepreneurship	3	___
		<u>15</u>	

SECOND YEAR – SPRING SEMESTER

Dept. No.		Hrs.	Gr.
MGT 228	Small Business Management	3	___
MKT 224	Advertising	3	___
MKT 251	Purchasing	3	___
MKT 295	Marketing on the Internet	3	___
	Business Elective ³	3	___
		<u>15</u>	

Fall Only Course: Spring Only Course:

MKT 130	MGT 228
	MKT 224
	MKT 251
	MKT 295

*Students planning to capstone into the ATS or Healthcare Management program at SIUC should see those curriculum guides in the College Catalog.

¹ Requires a grade of "C" or higher.

² BUS 111 is preferred unless the student plans to Capstone to SIUC.

³ Recommended Business Electives:

ACC 200	Financial Accounting I
BUS 255	Customer Service
CIS 104	Spreadsheet Design
CIS 240	Web Page Design
FIN 230	Financial Entrepreneurship II

Business electives may include the following prefixes: ACC, BUS, CIS, ECO, FIN, MGT, MKT

The minimum general education component for the Associate in Applied Science degree requires satisfactory completion of at least 15 semester credits of coursework distributed over the disciplines of Communications, Mathematics, Arts and Humanities, Physical and Life Sciences, and Social and Behavioral Sciences. The curriculum guide for each Associate in Applied Science degree program will spell out the course requirements or options available for satisfying the general education component. With appropriate justification and in consultation with your academic advisor, a request to substitute a course for one recommended in this guide may be granted with the appropriate approvals from the Department Chair, Dean for Instruction and Vice-President for Instruction. However, no substitutions are allowed in Groups I-III (General Education Component; GECC) of the curriculum guide (see the Associate in Applied Science general degree requirements worksheet in the John A. Logan College Catalog).

Students planning to transfer and pursue a baccalaureate degree should, when given a choice, enroll in the general education course that is IAI GECC approved and articulated with participating Illinois institutions.

*John A. Logan College reserves the right to modify this curriculum guide as needed.
Please verify with your academic advisor the accuracy and time lines of this document.*

Effective Date: Fall 2008

Career Opportunities: Assistant manager, department manager, management trainee, account executive, assistant buyer, sales representative, customer service representative, and buyer.