



**MARKETING**  
**(Technical Resource Management Capstone Option at SIUC)**  
**Degree Program**

Career Curriculum Associate in Applied Science Minimum Hrs. 64 Major Code: 1.2 521804C
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**FIRST YEAR – FALL SEMESTER**

Dept. No.		Hrs.	Gr.
BUS 110	Introduction to Business	3	___
BUS 138	Employment Strategy	1	___
ENG 101	English Composition I <sup>1</sup>	3	___
MAT 113	Introduction to Contemporary Mathematics	3	___
MKT 113	Principles of Marketing I	3	___
MKT 130	Sales I	3	___
		<u>16</u>	

**FIRST YEAR – SPRING SEMESTER**

Dept. No.		Hrs.	Gr.
ACC 200	Financial Accounting I	3	___
MGT 112	Principles of Management	3	___
PHL 111	Ethics and Moral Problems	3	___
PHS 103	Earth Science	3	___
PSY 132	General Psychology	3	___
SPE 115	Speech	3	___
		<u>18</u>	

**SECOND YEAR – FALL SEMESTER**

Dept. No.		Hrs.	Gr.
BIO 100	Biology for Non-Science Majors	3	___
BUS 222	Legal and Social Environment of Business	3	___
BUS 235	Business Correspondence	3	___
CIS 207	Computer Applications	3	___
FIN 229	Financial Entrepreneurship	3	___
		<u>15</u>	

**SECOND YEAR – SPRING SEMESTER**

Dept. No.		Hrs.	Gr.
ECO 202	Introduction to Microeconomics	3	___
MGT 228	Small Business Management	3	___
MKT 224	Advertising	3	___
MKT 251	Purchasing	3	___
MKT 295	Marketing on the Internet	3	___
		<u>15</u>	

Fall Only Course:    Spring Only Course:

MKT 130	MGT 228
	MKT 224
	MKT 251
	MKT 295

<sup>1</sup> Requires a grade of "C" or higher.

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.