

# BUSINESS MANAGEMENT

## Marketing Focus

### AAB

Semester 1	Semester 2	Semester 3	Semester 4
<b>CSS106</b> Succeeding in College  1	<b>ACC 111</b> Financial Accounting I  4	<b>BUS211</b> Social Media Marketing  3	<b>MGT 206</b> Capstone  3
<b>BUS101</b> Introduction to Business  ▲ 3	<b>BUS 201</b> Principles of Marketing  ▲ 3	<b>COM 101</b> Public Speaking  3	<b>MGT 208</b> Human Resources Management  ▲ 3
<b>CIS101</b> Personal Computer Applications  3	<b>MGT 201</b> Principles of Management  ▲ 3	<b>ENG 103</b> Business Communications  3	<b>MTH103</b> Business Math or <b>MTH 120</b> College Algebra  4
<b>ECO102</b> Microeconomics  3	<b>PSC 101</b> American Government  3	<b>MGT 202</b> Organizational Behavior  ▲ 3	<b>BUS209</b> Customer Service  ▲ 3
<b>ENG101</b> English Composition I  3	<b>BUS205</b> Advertising  ▲ 3	<b>PSY101</b> General Psychology  3	<b>MGT210</b> Leadership Development and Team Building  ▲ 3
<b>BUS207</b> Salesmanship  ▲ 3			
<b>Credits 16</b>	<b>Credits 16</b>	<b>Credits 15</b>	<b>Credits 16</b>
<b>63 SEMESTER CREDITS</b>			
▲ Student must obtain a letter grade of C or better to progress to graduation/certification.			