



Academic Map: Associate of Applied Science – Marketing

Associate of Applied Science (A.A.S) | 61 Total Credits | CSN Degree Code: MKTNG-ASS | Catalog Year: 2021-2022 |

Business Business, Hospitality & Public Service Department of Business Administration

Jobs and Employment Information: <https://www.csn.edu/businessarea>

DESCRIPTION: This degree prepares students for careers in advertising, retail sales, and marketing. The program includes a comprehensive exposure to marketing principles and business related issues.

TERM 1 – TOTAL CREDIT HOURS: 15-17

<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
BUS 109 or MATH 104B or above*	3	<i>Depends on course chosen</i>	GE Math	C *(except MATH122/123)
ENG 100 or 101 or 107 or 110 or 113	3-5	ENG Place Score; or C- and up in ENG 98 or ESL 139	GE ENG Comp	C
BUS 101 Introduction to Business	3	<i>None</i>	Special Prog Req	C
IS 101 Intro to Information Systems	3	<i>None</i>	Special Prog Req	C
MGT 201 Principles of Management	3	<i>None</i>	Special Prog Req	C Mandatory Advising Required

TERM 2 – TOTAL CREDIT HOURS: 15

<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
Com Elective – see an advisor/counselor	3	<i>None</i>	GE Com	C
Nat. Science - See an advisor/counselor	3	<i>Depends on course chosen</i>	GE Nat Science	C
MKT 123 Sales Promotion	3	<i>None</i>	Special Prog Req	C
MKT 127 Introduction to Retailing	3	<i>None</i>	Special Prog Req	C
Elective – See an advisor/counselor	3	<i>Depends on course chosen</i>	SP Elective	C Mandatory Advising Required

TERM 3 – TOTAL CREDIT HOURS: 15

<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
Human Rel. Elective – See advisor/counselor	3	<i>Depends on course chosen</i>	GE Human Rel	C
MKT 132 Sales Management	3	<i>None</i>	Special Prog Req	C
MKT 210 Marketing Principles	3	<i>None</i>	Special Prog Req	C
MKT 211 Intro to Professional Sales	3	<i>None</i>	Special Prog Req	C
Elective – See an advisor/counselor	3	<i>Depends on course chosen</i>	SP Elective	C Mandatory Advising Required

TERM 4 – TOTAL CREDIT HOURS: 15

<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
FA/HUM/SS Elective – See advisor/counselor	3	<i>Depends on course chosen</i>	GE FA/Hum/SS	C
PSC 101 or HIST 100	4	<i>None</i>	GE US/NV Cons	C
MKT 250 Intro to International Marketing	3	MKT 210	Special Prog Req	C
MKT 261 Intro to Public Relations	3	<i>None</i>	Special Prog Req	C
Elective – See an advisor/counselor	3	<i>Depends on course chosen</i>	SP Elective	C Apply for Graduation

