



**Management | 2021-2022**  
**Sales & Marketing Concentration**  
**Credits: 61-62**

<b>First Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
<b>Course Name</b>	<b>Credits</b>	<b>Course Name</b>	<b>Credits</b>
BGEN 105S Introduction to Business	3 credits	ACTG 101 Accounting Procedures 1 or ACTG 201 Principles of Financial Accounting	4 credits 3 credits
ECNS 201S Microeconomics	3 credits	BMKT 112 Applied Sales	3 credits
COMX 111A Intro to Public Speaking	3 credits	CSCI 172 Computer Modeling	3 credits
M 115 Probability & Linear Math	3 credits	BGEN 215 Career Readiness	3 credits
BMKT 225 Marketing	3 credits	WRIT 101 College Writing I	3 credits
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15-16</b>
<b>Second Year</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
<b>Course Name</b>	<b>Credits</b>	<b>Course Name</b>	<b>Credits</b>
BMGT 235 Management	3 credits	BMKT 265 Social Media Strategies & Management	3 credits
ACTG 130 Applied Accounting & Decision Making	2 credits	BMGT 298 Management Internship	2 credits
BGEN 220E Business Ethics & Soc. Responsibility	3 credits	BFIN 205S Personal Finance	3 credits
MART 232 Interactive Web II	3 credits	Elective (BMKT 191 CRM Technologies)	3 credits
BMKT 240 Advertising	3 credits	BMKT 109 Visual Merchandising and Display	3 credits
		BMGT 245 Customer Service Management	3 credits
<b>Total:</b>	<b>14</b>	<b>Total:</b>	<b>17</b>
<b>Complete Application Associate of Applied Science</b>		<b>Associate of Applied Science Awarded Management: Sales &amp; Marketing</b>	

**Business & Technology**

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