

Student ID (790):

Student Name:

Credits Required: 30

Advisor Name:

\*Please note: This is a \*sample\* degree path/map. Please meet with an advisor to confirm individualized plan dependent on course availability, substitutions and your preferences.

### FALL SEMESTER

COURSE NUMBER	COURSE TITLE	CREDITS	GRADE	NOTES
BGEN 105S	Intro to Business	3		S= Social Sciences Gen Ed
BMKT 225	Marketing	3		
COMX 111A	Intro to Public Speaking	3		A= Expressive Arts Gen Ed
ECNS 201S	Principles of Microeconomics	3		S= Social Sciences Gen Ed
M 115	Probability & Linear Math	3		Math Gen Ed
	<b>TOTAL CREDITS</b>	<b>15</b>		

### SPRING SEMESTER

COURSE NUMBER	COURSE TITLE	CREDITS	GRADE	NOTES
ACTG 101 or ACTG 201	Accounting Procedures I or Principles of Financial Accounting	3		ACTG 201 taught through College of Business
BGEN 215	Career Readiness	3		
BMKT 112	Applied Sales	3		
CSCI 172	Intro to Computer Modeling	3		
WRIT 101	College Writing I	3		Writing I Gen Ed
	<b>TOTAL CREDITS</b>	<b>15</b>		

#### PROGRAM INFORMATION

The Certificate of Applied Science in Sales & Marketing is a great first-step to the Associate of Applied Science in Business Management program or as a stand alone certificate. In this certificate program, students will learn professional sales, practice exceptional customer service, and understand the psychology of selling to assist clients in meeting needs and solving problems. The curriculum also involves marketing activities, bookkeeping functions, and merchandising skills.

#### CAREER INFORMATION

Marketing is a vital function of any organization. Whether working in the private or public sector, the opportunities and versatility within this degree are truly limitless. Successful marketing and sales professionals are creative, self-motivated, optimistic, work well in team environments, organized and detail-minded.