# GENERAL MARKETING
## ASSOCIATE OF APPLIED SCIENCE

### Name: [Redacted]  ID: [Redacted]  Contact:

### GENERAL EDUCATION REQUIREMENTS  9-10 credits

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Description</th>
<th>CR</th>
<th>Prerequisites &amp; Notes</th>
<th>Grade</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1010</td>
<td>Introduction to Writing</td>
<td>3</td>
<td>Placement score, pre-/co-req. LIB 1010</td>
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<td></td>
</tr>
<tr>
<td>ENGL 2010</td>
<td>Intermediate Writing</td>
<td>3</td>
<td>ENGL 1010 (C or higher), LIB 1010</td>
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</tr>
<tr>
<td>LIB 1000/1010</td>
<td>Information Literacy</td>
<td>0-1</td>
<td>English placement score for class</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Complete **one** of the following:
- ECON 1010  Economics of Social Issues  3
- ECON 2010  Micro Economics  3

### GENERAL REQUIREMENTS  13-14 credits

Complete the following:
- BUS 1370  Human Relations  3
- CIS 1200  Computer Literacy  3
- MGMT 2510  Career Management  1  ENGL 2010

Compete **one** of the following:
- BUS 1030  Business Math  3
- MATH 1050  College Algebra/Pre-Calculus  4  MATH 1010 (C or higher) or plcmt score
- MATH 1100  Business Calculus  3  MATH 1050 (C or higher) or plcmt score
- STAT 2040  Business Statistics  4  CIS 1200 & MATH 1010

Complete **one** of the following:
- COMM 1020  Public Speaking  3
- COMM 2110  Interpersonal Communication  3

### RECOMMENDED ELECTIVE

<table>
<thead>
<tr>
<th>Course Number</th>
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<th>Grade</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1001</td>
<td>First Year Business Experience</td>
<td>1</td>
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</tbody>
</table>

### GENERAL MARKETING CORE REQUIREMENTS  29 credits

Complete **one** of the following:
- MGMT 2620  Principles of Management  3
- MGMT 3400  Management & Organizations  3  Advanced standing

Complete **one** of the following:
- MKTG 2540  Retail Advertising  3
- MKTG 3500  Promotion Management  3  MKTG 3010 & Advanced Standing

Complete **one** of the following:
- MKTG 2550  Marketing Essentials  3
- MKTG 3010  Marketing Principles  3

### GENERAL MARKETING ELECTIVE REQUIREMENTS  10 credits

Complete **10 credits** from the following or other approved courses:
- ACCT 1010  Applied Business Accounting  2
- ACCT 2020  Managerial Accounting  3  ACCT 2010 and CIS 1200 or CIS 1201
- BUS 1010  Intro to Business  3
- BUS 1020  10-Key Calculator Skills  1
- CIS 1140  Basic Keyboarding  1
- CIS 1150  Keyboarding Skill Building  2
- CIS 2400  Word Processing Applications  3  CIS 1200 or CIS 1201
- CIS 2450  Spreadsheet Applications  2  CIS 1200 or CIS 1201
- COMP 1435  Fin Recordkeeping: QuickBooks  1
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 1700</td>
<td>Presentation Apps: PowerPoint</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 1530R</td>
<td>Collegiate DECA</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 1540R</td>
<td>Marketing Skills Improvement</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 1800-20R</td>
<td>Marketing Work Experience</td>
<td>1-3</td>
</tr>
</tbody>
</table>

**GRADUATION REQUIREMENTS**

- Subtract duplicated and developmental (0999 and below) credits.
- Complete a minimum of 63 college-level credits (1000 and above).
- At least 20 lower-division credits at DSC for institutional residency.
- Cumulative GPA 2.0 or higher.
- Minimum B-grade in required CIS courses.
- Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.
- GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.