

MARKETING

Code	Title	Credit Hours
BADM-1020	Introduction to Business	3
ECON-2000	Principles of Microeconomics	3
PHIL-1020	Introduction to Logic	3
Select one of the following:		3
BADM-2010	Business Communications	
BADM-201H	Honors Business Communications	
Select one of the following:		3
ENG-1010	College Composition I	
ENG-101H	Honors College Composition I	
MARK-1080	Social Media Marketing	3
MARK-2010	Principles of Marketing	3
BADM-1122	Principles of Management and Organizational Behavior	3
Math-1XXX	Math-1000 level or higher	3
Select one of the following:		3
ENG-1020	College Composition II	
ENG-102H	Honors College Composition II	
Select one of the following:		
COMM-1010	Fundamentals of Speech Communication	
COMM-101H	Honors Speech Communication	
ACCT-1311	Financial Accounting	3
ECON-2010	Principles of Macroeconomics	3
MARK-2261	Salesmanship and Promotional Strategies	3
MARK-2270	Principles of Advertising	3
ACCT-1341	Managerial Accounting	3
BADM-2151	Business Law	3
MARK-2081	Social Media Content Strategies and Analytics	4
MARK-2090	Digital Marketing Design	3
Select one of the following:		3
PHIL-2060	Business Ethics	
PHIL-2020	Ethics	

Related Degrees and Certificates

- Social Media Marketing, Short-Term Certificate
- Marketing, Associate of Applied Business

Degrees and Certificates

- Business Management, Associate of Applied Business
- Business Management with a Concentration in Human Resources Management, Associate of Applied Business
- Business Management with a Concentration in Small Business Management, Associate of Applied Business
- Social Media Marketing, Certificate of Proficiency