**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**

**BUSINESS ADMINISTRATION/**

**MARKETING (A25120M)**

Effective: Fall 2022

Revised: 02/03/22

Length: 5 Semesters

Prerequisite: High School Diploma, Placement Test Equivalent

Award: Associate in Applied Science

### FALL SEMESTER 1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| ACA120 | Career Assessment | 1 | 0 | 0 | 1 |
| or |  |  |  |  |  |
| ACA122 | College Transfer Success | 0 | 2 | 0 | 1 |
| BUS110 | Introduction to Business | 3 | 0 | 0 | 3 |
| CIS110 | Introduction to Computers | 2 | 2 | 0 | 3 |
| or |  |  |  |  |  |
| CIS111 | Basic PC Literacy | 1 | 2 | 0 | 2 |
| ENG111 | Writing and Inquiry | 3 | 0 | 0 | 3 |
| MKT120 | Principles of Marketing | 3 | 0 | 0 | 3 |
| MKT223 | Customer Service | 3 | 0 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **13** | **2** | **0** | **15** |

### SPRING SEMESTER 1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| BUS115 | Business Law I | 3 | 0 | 0 | 3 |
| MAT143 | Quantitative Literacy | 2 | 2 | 0 | 3 |
| or |  |  |  |  |  |
| MAT152 | Statistical Methods I | 3 | 2 | 0 | 4 |
| MKT122 | Visual Merchandising | 3 | 0 | 0 | 3 |
| MKT123 | Fundamentals of Selling | 3 | 0 | 0 | 3 |
| MKT220 | Advertising and Sales Promotion | 3 | 0 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **14** | **2** | **0** | **15** |

### SUMMER SEMESTER 1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| BUS137 | Principles of Management | 3 | 0 | 0 | 3 |
|  | COM Elective | 3 | 0 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **6** | **0** | **0** | **6** |

### FALL SEMESTER 2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| ACC120 | Prin of Financial Accounting | 3 | 2 | 0 | 4 |
| ECO251 | Prin of Microeconomics | 3 | 0 | 0 | 3 |
| MKT221 | Consumer Behavior | 3 | 0 | 0 | 3 |
| MKT232 | Social Media Marketing | 3 | 2 | 0 | 4 |
|  | Major Elective | 3 | 0 | 0 | 3 |
|  |  |  |  |  |  |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **15** | **4** | **0** | **17** |

### SPRING SEMESTER 2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| ECO252 | Prin of Macroeconomics | 3 | 0 | 0 | 3 |
| MKT225 | Marketing Research | 3 | 0 | 0 | 3 |
| MKT227 | Marketing Applications | 3 | 0 | 0 | 3 |
|  | Humanities/Fine Arts Elective | 3 | 0 | 0 | 3 |
|  | Major Elective | 1 | 0 | 0 | 1 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **13** | **0** | **0** | **13** |

### TOTAL REQUIRED CREDITS.... 66

**Work-Based Learning Option**: Qualified students may elect to take up to three (3) credit hours of Work Based Learning in lieu of

a Major elective provided they acquire approval from the Work-Based Learning Coordinator and the Department Chairperson.

\*Note: Students may not take an introductory foreign language to fulfill the Humanities/Fine Arts requirement.