

Marketing - 46Q

Course ID	Course Title	Hours Required	Hours Earned			
			Skill Level 10	Skill Level 20	Skill Level 30	Skill Level 40
General Education Courses (15 Hours Required)						
<i>Choose one from:</i> ACA 120 or ACA 122	Career Assessment College Transfer Success	1				
<i>Choose one from:</i> CIS 110 or CIS 111	Introduction to Computers or Basic PC Literacy	2****				
<i>Choose one from:</i> COM 120 or COM 231	Intro to Interpersonal Communication or Public Speaking	3				
ENG 111	Writing and Inquiry	3				
HUM 230**	Leadership Development	3	3	3	3	3
<i>Choose one from:</i> MAT 143 or MAT 152	Quantitative Literacy or Statistical Methods I	3****				
Total Hours Required/Earned		15	3	3	3	3
Marketing Core Courses (47 Hours Required)						
ACC 120	Principles of Financial Accounting	4				
BUS 110	Introduction to Business	3				
BUS 115	Business Law I	3				
BUS 137	Principles of Management	3		3	3	3
ECO 251	Principles of Microeconomics	3				
ECO252	Principles of Macroeconomics	3				
MKT 120	Principles of Marketing	3				
MKT 122	Visual Merchandising	3				
MKT 123	Fundamentals of Selling	3				
MKT 220	Advertising and Sales Promotion	3				
MKT 221	Consumer Behavior	3				
MKT 223	Customer Service	3				
MKT 225	Marketing Research	3				
MKT 227	Marketing Applications	3				
MKT 232	Social Media Marketing	4				
Total Hours Required/Earned		47	0	3	3	3
Major Elective Courses (4 Hours Required)						
<i>Take four (4) credits from the following courses. No more than two (2) credits from the WBL prefix. From courses</i> BUS 153, BUS 230, BUS 240, BUS 255, BUS 260, CTS 130, ECM 210, ETR 220, INT 110, LOG 110, MKT 121, MKT 230, SPA 120, WBL 111, WBL 112, WBL 121, WBL 122, or WBL 131.						
BUS 255*	Org Behavior in Business	1****			1	1
MKT 230*	Public Relations	3	3	3	3	3
Total Hours Required/Earned		4	3	3	4	4
Total Required for Degree/Earned		66	60/6	57/9	56/10	56/10

* Can be applied towards Major Elective Requirement

** Fulfills Humanities/Fine Arts Elective Requirement

*** Fulfills Social/Behavioral Science Elective Requirement

**** Credit hours vary depending on course option selected

Business Foundations Certificate Courses

This degree map is based on the assumption that the appropriate professional development schools and leadership schools for each skill level have been completed i.e. SSD, BLC, ALC, SLC.

66 Total Hours Required. 49.5 Hours can be satisfied with ACE credit and Prior Learning Assessment (PLA) credit provided by FTCC internal evaluation and qualified transfer credit. 16.5 Hours or 25% of the degree must be taken through FTCC.