

Recommended Academic Plan for Business Administration Marketing Concentration

Associate in
Applied Science
Degree



This plan is a suggested semester-by-semester plan. It is designed to keep you on track for a timely graduation. This plan is not a substitute for academic advising. Contact an advisor for further information regarding placement based on ACT/SAT or COMPASS exam scores, scheduling, degree requirements, and graduation requirements.

Semester 1				
Course	Credits	Prerequisite	Milestone/Notes	Completed
ENG:100 Career English OR ENG:101 College Composition	3	ENG:030 & RDG:030		
COM:101 Oral Communication OR COM:107 Public Speaking	3	CoReq RDG:030 or ENG:070		
MTH:140 Intermediate Algebra or higher	3		Except MTH:165 and MTH:166	
*Social and Behavioral Sciences Elective that meets the MO State requirement	3			
BUS:104 Introduction to Business	3			
IS:123 Introduction to Windows	1			
Subtotal	16			

Semester 2				
Course	Credits	Prerequisite	Milestone/Notes	Completed
ECO:151 Principles of Macroeconomics	3	MTH:030		
*Life and Physical Sciences Elective	3-4			
ACC:100 Applied Accounting	3			
BLW:101 Business Law OR BLW:201 Legal Environment of Business	3	Sophomore standing with 2.0 GPA or higher		
IS:116 Computer Literacy OR IS:151 Microcomputer Applications in Business	3-4			
Subtotal	15-17			

Semester 3				
Course	Credits	Prerequisite	Milestone/Notes	Completed
ECO:152 Principles of Microeconomics	3	MTH:030		
ACC:110 Financial Accounting	4	ACC:100		
MKT:203 Principles of Marketing	3	BUS:104		
MKT:101 Advertising Theory OR MKT:104 Principles of Selling	3			
IB:100 International Business	3			
Subtotal	16			

Semester 4				
Course	Credits	Prerequisite	Milestone/Notes	Completed
COM:104 Persuasion	3		Apply for graduation	
* Elective	3			
* Elective	3			
ACC:114 Managerial Accounting	3	ACC:110		
*Physical Education Elective	2		1 credit must be an activity class	
*Social and Behavioral Sciences Elective	3			
Subtotal	17			

Total Hours in the Program: 64-66

*See Catalog for classes that will fulfill these requirements stlcc.edu/Admissions_and_Registration/Course_Catalog.html or the Business Administration web page stlcc.edu/Programs/Business_Administration/

Maximize your transfer credits/classes by meeting with an academic advisor.

Business Administration AAS Marketing Concentration Quick Checklist

Courses	Credit Hours	Notes
GENERAL EDUCATION		
ENG:100 Career English OR ENG:101 College Composition		
COM:101 Oral Communication OR COM:107 Public Speaking		
Missouri State Requirement		
MTH:140 Intermediate Algebra or higher		
*Social and Behavioral Sciences Elective		
*Life and Physical Sciences Elective		
Mathematics Requirement		
PHYSICAL EDUCATION 2 credit hours At least one credit must be an activity		
REQUIRED COURSES		
BUS:104 Introduction to Business		
ECO:151 Principles of Macroeconomics		
ECO:152 Principles of Microeconomics		
ACC:100 Applied Accounting		
ACC:110 Financial Accounting		
ACC:114 Managerial Accounting		
BLW:101 Business Law OR BLW:201 Legal Environment of Business		
IS:123 Introduction to Windows		
IS:116 Computer Literacy OR IS:151 Microcomputer Applications in Business		
AREA OF CONCENTRATION		
IB:100 International Business		
MKT:203 Principles of Marketing		
MKT:101 Advertising Theory OR MKT:104 Principles of Selling		
COM:104 Persuasion		
ELECTIVES Select 6 credit hours from the following : ACC:120, ACC:122, BUS:101 or BUS:116, IS:120, IS:129, MGT:109, MGT:201, MGT:205, MCM:140, MCM:141, PSY:200, PHL:112 or from other areas of Business Administration concentrations		

For more information, please see stlcc.edu/Programs/Degrees or consult the College Catalog at stlcc.edu/Admissions_and_Registration/Course_Catalog.html

Advisor Contact Information

Name
Phone
Email